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Information Outlook, April 1998

Special Libraries Association

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Special Libraries Association, "Information Outlook, April 1998" (1998). *Information Outlook, 1998*. Book 4.
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Information

O U T L O O K

APRIL 1998

THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION—VOL. 2, NO. 4

INDIANAPOLIS conference '98

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The Librarian as Trainer

Information Professionals
in the Driver's Seat: SLA's
89th Annual Conference

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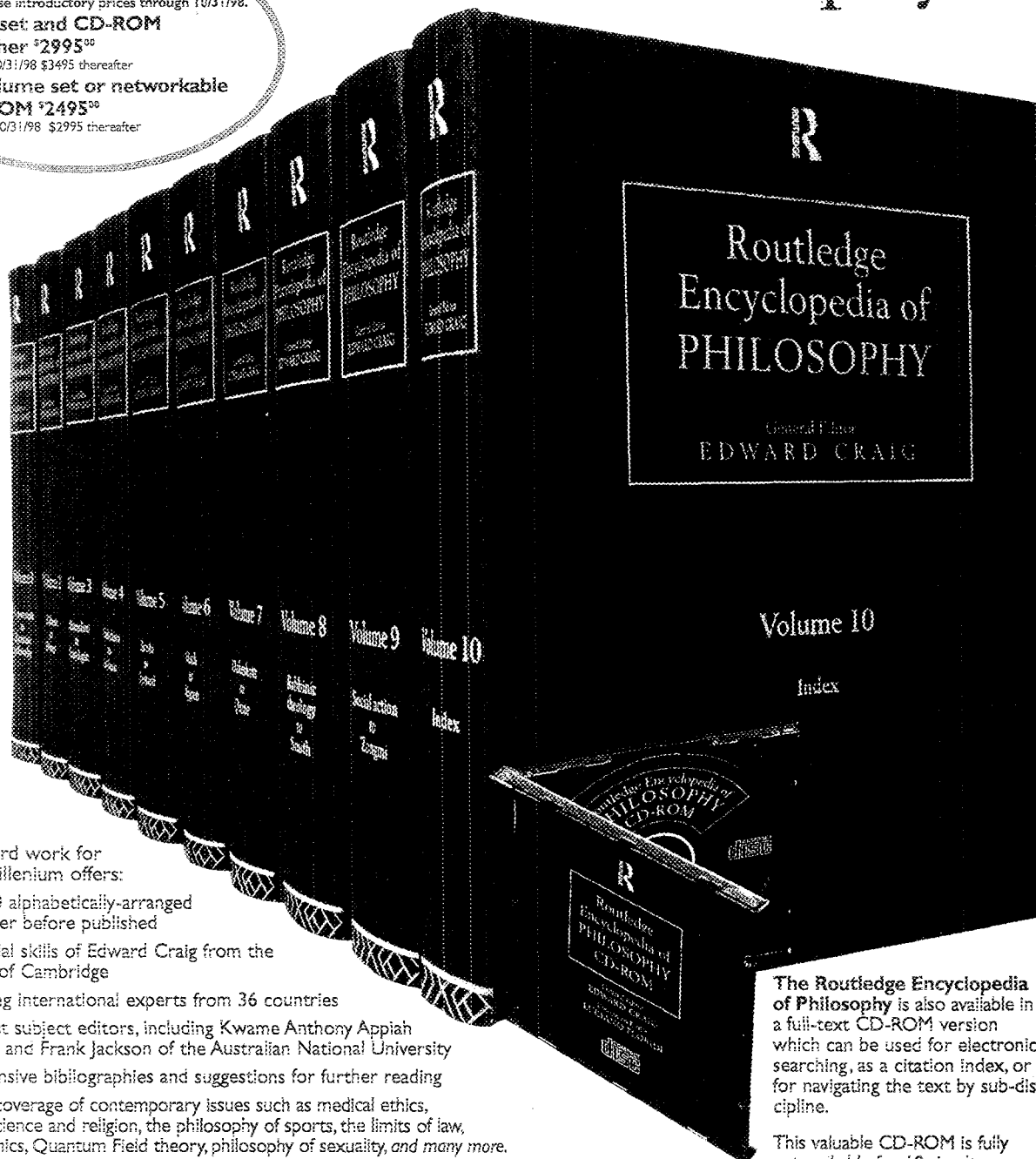
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Publisher: **David R. Bender**
Senior Editor: **Douglas W. Newcomb**
Editor: **Susan W. Broughton**
Advertising: **Lorna Walls**
Layout & Design: **Melissa C. Lawton**

Information Outlook (ISSN 1091-0808) is published monthly by the Special Libraries Association, 1700 Eighteenth Street, NW, Washington DC 20009-2514 • Tel 1-202-234-4700, ext. 644 • Fax 1-202-265-9517 • e-mail: magazine@sla.org.

Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the association's publication. Editorial views do not necessarily represent the official position of the Special Libraries Association.

Subscriptions (1998 rates): Standard Subscription \$75 U.S.; \$90 non-U.S. Single issues (January 1997 -) \$10.00. Missing copies will be supplied when losses have been sustained in transit and as supplies last. Claims for missing issues must be filed within four months of date of publication. Claims for undelivered issues will not be allowed due to failure to notify the Membership Department or the Subscription Department of address changes or because an issue is "missing from the files." A copy of the mailing label and/or the subscriber number will facilitate the processing of claims.

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Postmaster: Send address changes to Subscriptions, *Information Outlook*, Special Libraries Association, 1700 Eighteenth Street, NW, Washington, DC 20009-2514, USA. Periodicals postage paid at Washington, DC and at additional mailing offices.

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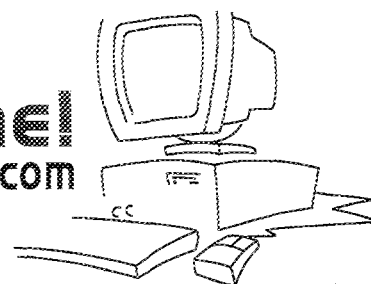
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The Green Flag Means Go!

It's that time of year again when you need to begin planning your strategy for getting to the 89th Annual Conference, "Leadership, Performance, Excellence: Information Professionals in the Driver's Seat," in Indianapolis, IN. I hope to see you in victory lane!

In Indianapolis, there will be many venues for relaxed networking and cutting-edge educational opportunities for all professional levels of our membership—from students in M.L.S. programs...to those who have been practicing the profession for two to five years...to long-time information professionals. Regardless of where you stand in your career spectrum, as special librarians or attendees in enhanced career alternatives, we must all constantly tune our engines to achieve optimum performance from our information machines. We must be prepared and strive to find ways to best compete with and excel at whatever new challenges we may find around the next high-speed turn.

With this April "conference issue" of *Information Outlook*, I urge you to take advantage of the incredible benefits available at the conference. This year's theme emphasizes the ways you can effectively and strategically increase your company's intellectual capital by putting yourself in the driver's seat of information gathering, analysis, and dissemination. In this day and age of corporate rightsizing, outsourcing, and intense competition, we must be proactive and use our own initiative to put ourselves in that driver's seat to our future—our future as individuals, a profession, and as an association.

In this highly competitive environment of information technology, and the ever-changing and stretching role of the information professional, SLA staff is dedicated to bringing timely, informative issues into focus through our daily work; our monthly publications and reports; the adaptable resources available through the SLA virtual environment on the Internet (www.sla.org); the virtual bookstore; and the networking events, as well as through our shared priority for professional development.

From outside the realm of our profession, yet with highly adaptive methodology, is Dr. Stan Davis, the conference's General Session Speaker, who will speak to attendees on Monday, June 8 at 9:00 a.m. at the Indiana Convention Center. Davis, educator, consultant, and author of management and creative business thinking books, will discuss "Driving Profit from Knowledge," delving into the ways we, as information professionals, can help to increase our business value by making our roles in our employment structures "knowledge based." This follows in line with our newly trademarked motto: "Putting Knowledge to Work®"

SLA is proud to announce a special presentation to mark the Social Science Division's 75th anniversary. Doris Kearns Goodwin will speak on Tuesday, June 9 at 9:00 a.m. with a special address highlighting the American experience and the many areas in which the social sciences have made history. Goodwin is a Pulitzer Prize winning author, political commentator, and social historian. Her mixed bag of skills also provides her the interest and knowledge to speak to the Baseball Caucus—baseball is a pastime that her father taught her to love.

Every component of annual conference is designed to work together to provide you a vehicle with which you may gather information on all SLA programs and services. We are striving to keep you on track with current trends and to prepare you to race into the information age. Consider SLA your "pit crew." I urge you to take full advantage of all the offerings for this 89th Annual Conference. From the networking opportunities, the excellent speakers and programs being planned, the continuing education offerings, and the exhibit hall (full of state-of-the-art products and services to assist you)—it will be a fast-paced, high-energy ride!

Ladies and gentlemen, start your engines...and proceed to the starting line before the green flag is dropped and certainly before the checkered flag falls!

David R Bender

David R. Bender, Ph.D., Executive Director



We must be proactive and
use our own initiative to
put ourselves in that
driver's seat to our
future—our future as
individuals, a profession,
and as an association.

MEMBER NEWS



Tolson Named to Leaders Program

Stephanie D. Tolson, library director, St. Louis Community College at Florissant Valley, St. Louis, MO, was recently named to participate in

the Leaders Program for administrators and faculty in higher education. Tolson was chosen in recognition for her professional abilities, commitment to higher education, and the quality of a proposed project. She will be participating in a year long program designed to enhance supervisory and decision-making skills. She has been on staff at St. Louis Community College since 1988, and library director since 1992. Tolson is a member of the St. Louis Chapter and the Library Management Division.

Corbetta-Noyes Elected to ARLIS/NA Board

Lorna Corbetta-Noyes of the Research Libraries Group,

Mountain View, CA, was recently elected to the 1998-99 Executive Board of the Art Libraries Society of North America (ARLIS/NA), as the West Regional Representative. She is an active member of the San Francisco Bay Chapter, San Andreas Chapter, and the Museums, Arts and Humanities Division.

Rowland appointed to NPSF Communication Committee

Lucy Rowland, head of science collections, University of Georgia Libraries, Athens, GA, recently accepted an appointment to the National Patient Safety Foundation's (NPSF), Communication Committee. Rowland brings her experience

to a committee of nine experts in a variety of fields to support the communications mission of the Foundation. She is the first of several special librarians that have officially been named to a committee. She is a member of the Georgia Chapter and the Biomedical & Life Sciences Division.

Warner Publishes Latest Book

Alice Sizer Warner of the Information Guild, Lexington, MA, has published her latest book, titled *Budgeting: A How-to-do-It Manual for Librarians*, by Neal-Schuman Publishers. Warner is a retired member of SLA, active in the Boston Chapter and Library Management Division. 88

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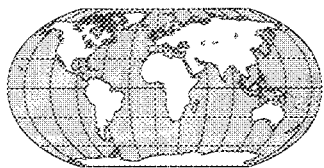
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EU Ambassador Will Be Guest of Honor at Indianapolis

The Special Libraries Association's commitment to empower its members for a growing and significant international role in our global information age will be evident during the 89th Annual Conference in Indianapolis, Indiana, June 6-11, 1998. At the invitation of SLA President Judith Field, International Relations Committee Chair Barbara Hutchinson, and Margarita Studemeister, conference planner for the Social Sciences Division, Ambassador Hugo Paemen, Head of the European Commission Delegation to the United States, will be our guest of honor, addressing and interacting with conference participants in a number of events planned for Monday, June 8. The events have been heartily endorsed by a wide range of divisions and reflects the diverse interests of the membership in international issues.

Ambassador Paemen will be a keynote speaker at an invitational lunch, addressing issues of the economic and monetary union (EMU). Immediately after the luncheon, the Roundtable on Peace and International Conflict Management of the Social Science Division will offer a general session on the Euro, the steps to implementation, and implications for member countries. The Ambassador will be available to answer questions about these issues from the audience. Additionally, Ann Sweeney, Librarian at the European Union Delegation in Washington, and

Iris Anderson, European Union Specialist at the Joint World Bank-IMF Library, will offer session attendees a tour of the European Union's Europa Web site and related sites.

During a reception late afternoon on June 8, Ambassador Paemen will present the European Special Librarian of the Year Award to the selected candidate. The award represents the culmination of a competitive process organized on a yearly basis by the European Chapter and sponsored in 1998 by the Information Access Company. The reception will be an opportunity for SLA members and the Ambassador to interact in a relaxed atmosphere.

Ambassador Paemen, a career-diplomat, participated in the establishment of the World Trade Organization. He has lectured at many universities in the United States and abroad, including the Catholic University of Belgium as a distinguished visiting professor.

The three events featuring Ambassador Paemen constitute a joint effort of the International Relations Committee, the Social Science Division, and the European Chapter. "The presence of Ambassador Paemen at the Indianapolis conference will help to promote international cooperation and exchange among special librarians and information professionals," affirmed Hutchinson. Furthermore, the Ambassador's participation will also contribute to bolster the international focus that the Social Science Division has traditionally advanced, and to notably mark its 75th anniversary during the annual conference in Indianapolis.

Among the divisions co-sponsoring one or more events are Biomedical and Life Sciences; Business and Finance; Education; Engineering; Information Technology; Library Manage-

ment; Museums, Arts and Humanities; Petroleum and Energy Resources; Science-Technology; Solo Librarians; and Transportation.

Organizers and sponsors hope the exciting events will capture the interest and participation of a broad range of SLA members. 88

by Margarita Studemeister. Studemeister is library program director, United States Institute of Peace. She may be reached via e-mail at: mss@usip.org. For more information on "International News," or to contribute to the column, please contact Barbara Hutchinson at: 1-520-621-8568; fax: 1-520-621-3816; e-mail: barbarah@ag.arizona.edu.

STUDENT NEWS

Congratulations Students!

To honor the professional dedication and caring spirit of former Chapter Secretary Alice Brendel, each year the Rhode Island Chapter presents its Alice Brendel Student Membership Award to two students in the University of Rhode Island Graduate School of Library and Information Science.

In exchange for a short essay on the value of membership in SLA, the awardees receive student membership in SLA for the calendar year. In addition, for his first place entry, Joseph Frawley of Pawcatuck, CT, also receives free attendance at all chapter programs, workshops, and training sessions for the 1997-98 Chapter Year. Frawley has been working in technical services at both URI and the RI State Library in addition to doing a student internship at Salve Regina University. After graduation, he hopes to work full time at the State Library, and to eventually pursue a Master's degree in music.

His essay discussed his enjoyment of special libraries and the challenges they have offered him. In addition, "A sense of community", "the opportunity to learn from experienced professionals", and "a sense of place in the world of librarianship" are all things that he anticipates as he begins his professional career.

Christine Phelps of Providence, RI, is the second awardee. She is a Trust Officer at Fleet Bank, and has also done an Independent Study project there in the Venture Capital Library. She plans to graduate in May, and is considering more education in banking and business as well as in librarianship.

In her essay on the value of membership in SLA, Phelps stressed the availability of ongoing training opportunities in the rapidly changing world of information, and the value of networking with other practitioners. The Rhode Island Chapter extends both congratulations and a warm welcome to these new members, along with the wish to see them at our programs! 88

For more information on "Student News," or to contribute to the column, please contact Director, Membership Services Christine Kennedy at: 1-202-234-4700, ext. 648; fax: 1-202-265-9317; e-mail: christine@sla.org.

INDUSTRY NEWS

Los Alamos Library Awarded

Los Alamos National Laboratory Research Library was awarded the Quality New Mexico Roadrunner Award in recognition for providing distinguished service in support of scientific research and integrating a strong customer focus with visionary planning and using a well-defined process. The Laboratory's Research Library is the first library to be honored with this distinction.

Directory of Special Libraries and Collections in Arizona 1997

The Directory of Special Libraries and Collections in Arizona 1997 is available for purchase. Entries include address,

telephone, electronic access, access policy holdings, subject specialties, services, and staff. Please send prepayment in the form of a check or money order payable to Arizona Chapter SLA (\$35 members, \$40 non-members) to Laura J. Bender, Science-Engineering Library, University of Arizona, P.O. Box 210054, Tucson, AZ 85721-0054.

USC Library School Celebrates 25 Years

The University of South Carolina (USC), College of Library and Information Science recently celebrated 25 years of Excellence in Library and Information Science Education. The silver anniversary has been dedicated to the memory of Nancy Burge and Nancy Jane Day, two of South Carolina's library education champions.

SLA NEWS

SLA's Motto is a Registered Trademark

Special Libraries Association recently announced its motto, "Putting Knowledge to Work" may now carry the official seal registered in the United States Patent and Trademark Office on the Principle Register established by the Act of July 5th, 1946. SLA has used this motto in many of its publications since the 1920's. The original phrase was created in 1916 by Dr. John A. Lapp, editor of *Special Libraries*.

MMI Graduates

Congratulations to the recent Middle Management Institute (MMI) graduates! Developed by the Special Libraries Association, the MMI includes 60 total hours of instruction segmented into five units addressing key management topics. The graduates are: Gail Kouril, Barbara Taub, Parin Daya, Brenda Stenger, and Maribeth Bacig. For information on how you can become part of the MMI, contact SLA Professional Development at 1-202-234-4700, ext. 649 or by e-mail to profdev@sla.org.

CHAPTER & DIVISION NEWS

SLA Sports Caucus is Here!

The SLA Sports Caucus was recently established to provide a support network for information professionals involved in any aspect of the sports industry. The group will be addressing the multitude of issues pertaining to sports on any level. For inquiries, plan to attend the "Kick Off" Sports Caucus event at this year's annual conference in Indianapolis, IN. For more information send e-mail to: peter_moon@hsb.com.



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Public Relations OUTLOOK

Mission Impossible—Without YOU

When the Board of Directors asked me to write this month's "Public Relations Outlook" on the principles and priorities of the association's public relations program, I was excited to share this area's challenges and opportunities with the people for whom we work.

What's more, we can't do what we do without you! Thank you for your ongoing encouragement and support.

The mission of SLA's public relations program is to raise visibility and appreciation for the contributions that special librarians make to society; to increase the association's leadership role in the international information community; to provide association units with the tools to successfully meet their public relations goals and objectives; and to promote the activities of the association to members and appropriate external audiences.

Challenges for this program include increasing the visibility of the competencies of the special librarian in an increasing global information society. An aspect of this challenge is the balancing of resources and attentions on promoting both the value of the profession and the association as the international association for information professionals. A primary goal of the department is to find creative ways in which to increase both the public's and other information professionals' knowledge of the association and the profession of the special librarian.

The program will rely on the relationships being built and strengthened today—those with trade, regional, national and international media—to continue to promote the role of the information professional in business, government, and academe. One of

the facets of the public relations program, media relations, requires on-going attention and over time, should ensure the position of the Special Libraries Association as a leading resource in the information industry. Media relations is considered the keystone of any good public relations program.

The goals of our media relations strategy are:

- To position the Special Libraries Association as the leading voice in the information profession;
- To position the information professional as a vital component in the collection, dissemination and analysis of information in corporate, academic, non-profit and government organizations;
- To position the information professional as proficient in the latest technology tools for information retrieval and dissemination;
- To position the association as authority on the information profession, and a valuable resource on industry trends.

We have developed a three-tiered approach to our media relations plan:

Print Media Relations

The story we are pitching to major business publications targets the people making the strategic decisions for their organizations. They are the "big-picture" people and need to understand how the information resource center fits into their overall strategy. We explain how technology has changed the way their company receives, analyzes, and uses information.

We stress that successful organizations are embracing this change and arming themselves appropriately against their competition. We are interested in making

sure their organization is armed for success. And to do this, we explain that they must make an infrastructure investment in information—technology, monetary resources, and most importantly PEOPLE.

Opinion/Editorial Campaign

We are writing a series of Op/Ed pieces targeting business publications urging executives to examine their information resource centers. The first Op/Ed's topic is Knowledge Management as a competitive asset. The subsequent pieces discuss information technology and the evolving role of the information professional. Our objective is to raise awareness of the value of information professionals at the senior executive level.

Broadcast Media Relations

We are working to find opportunities for SLA's Executive Director, Dr. David R. Bender, and other association leaders to speak as experts in the information industry. The objective is to position the association as an influential voice in the information profession, and an industry resource.

The virtual access to the association, and the promotion of such access, continues to be an important part of our overall public relations plan. We will be seeking new ways to increase and improve SLA's global presence, making access to association information available to members 24 hours a day, seven days a week. SLA will continue to work with its members currently on the information superhighway to ensure awareness of the important improvements in the ever-changing world of new technology on a global scale.

The public relations staff is working to promote you, your profession, and your professional association to ensure that SLA continues to provide you the best products and services possible. Again, thank you for your assistance in making this program sing in harmony within the structure of this very special libraries association. ☺

For more information on "Public Relations Outlook," or to contribute to the column, please contact Director, Public Relations Jennifer Stowe at: 1-202-234-4700, ext. 634; fax: 1-202-265-9317; e-mail: jennifer@sla.org.

Professional Development OUTLOOK

Put Your Career on the Fast Track with Professional Development Programs in Indy

The Professional Development Department has a top-notch program in place for SLA's 89th Annual Conference in Indianapolis, IN. We'll be providing you with a wealth of continuous education programs and career services designed to meet your specific needs. Here's what you can look forward to in Indy!

Continuous Education Programs

On June 6, 7, and 11, you can attend full-day or half-day continuous education (CE) courses. These intensive training programs are designed for information professionals seeking to build their personal and professional competencies. The courses sponsored by SLA headquarters cover technology, management, finance, and leadership. Some of the new courses to be debuted include *Intranet Primer for Information Professionals*, *Team Concepts for Emerging Organizational Architectures*, *Internal Consulting Skills*, and *Exceptional Information Delivery: Using the TQM/QIM/SLA Competencies Connection*. In addition, various SLA divisions are offering a variety of courses in their subject specialty areas.

Middle Management Institute

For information professionals entering management positions or seeking to improve their management skills, SLA will offer two units of the Middle Management Institute on June 6-7. *Analytical Tools* teaches managers of libraries and information centers to analyze and use financial information in order to defend the value of information services and participate effectively in the decision-making process. Through relevant exercises, visual examples, lecture,

and group discussion, *Analytical Tools* will help you to develop the analytical skills crucial to management positions. The MMI unit *Human Resources* will teach you one of the most challenging facets of managerial work—being an effective supervisor and team leader. From the initial selection process to training and performance appraisal, building and maintaining a productive staff can be a difficult task. During the *Human Resources* unit, you will master a variety of human resources skills that will be critical to your management success.

Knowledge Executive Institute

If you're a senior-level information professional managing a large budget and staff, join your colleagues and an all-star faculty from June 4-6 to build the executive skills you need to implement a knowledge based initiative. Sponsored by The Dialog Corporation and Teltech Technical Knowledge Service, the Knowledge Executive Institute is a highly intensive, interactive, three-day program uniquely suited for those information professionals moving into executive positions within their organization. You'll develop the skills you need to succeed including the ability to vision, to lead and communicate effectively, and to stay ahead of the industry in information technology and knowledge management.

Employment Clearinghouse

The SLA Employment Clearinghouse is a yearly résumé referral service designed to help information professionals learn about available positions in the field. For employers, the Clearinghouse is an easy and effective method of bringing job openings to the attention of more than

7,000 special librarians and information professionals. The Clearinghouse is a valuable service for all information professionals and employers, whether you are able to attend the conference or not! A compilation of job openings and résumés will be for sale after the conference, available to employers and professionals seeking a new job.

Career Advisory Service

Are you a recent library school graduate who is unsure of your future in the field? Are you interested in exploring new job opportunities or in changing your career course? The Professional Development Department is offering a Career Advisory Service on Sunday, June 7 through Wednesday, June 10. Experienced SLA members will serve as counselors to help shape your career. This confidential service is by appointment only. We are looking for career advisors if you have an hour to spare at the conference for this rewarding experience. For more information, please contact the Professional Development Department at 1-202-234-4700, ext. 649.

Career Workshops

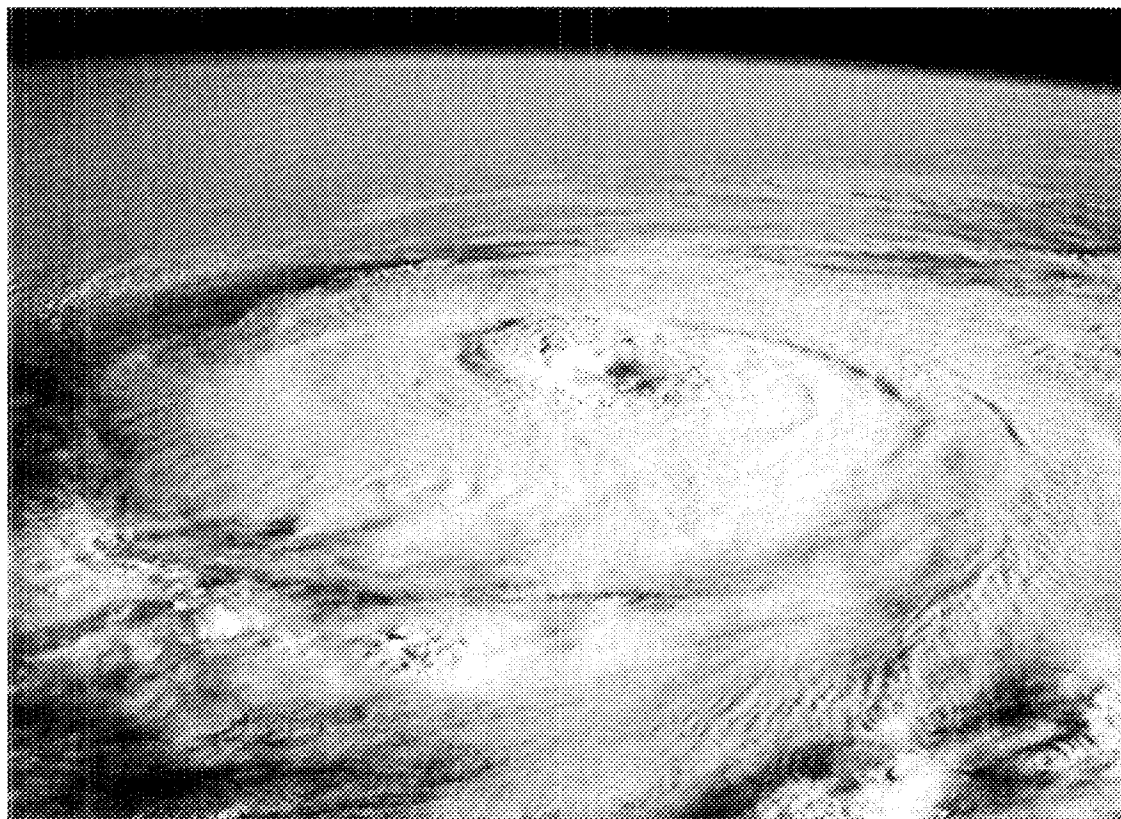
Don't miss your chance to participate in job search workshops that will help you make the most of the annual conference. These workshops are sponsored by Advanced Information Management and cover topics such as interviewing skills, networking, and negotiating your best offer. All workshops are conveniently located next to the Employment Clearinghouse.

Detailed information on all of these programs can be found in the *Preliminary Conference Program*, mailed to all members in March. Copies of the program are available from the Conferences and Meetings Department at 1-202-234-4700, ext. 645 or on SLA's Web site at www.sla.org in the "Conferences and Meetings" section.

For more information on "Professional Development Outlook," or to contribute to the column, please contact Director, Professional Development Valerie Taylor at: 1-202-234-4700 ext. 617; fax: 1-202-255-9317; e-mail: valerie@sla.org.

Question:

What Affects the Barotropic Stability of a Hurricane's Vortex?



Answer:

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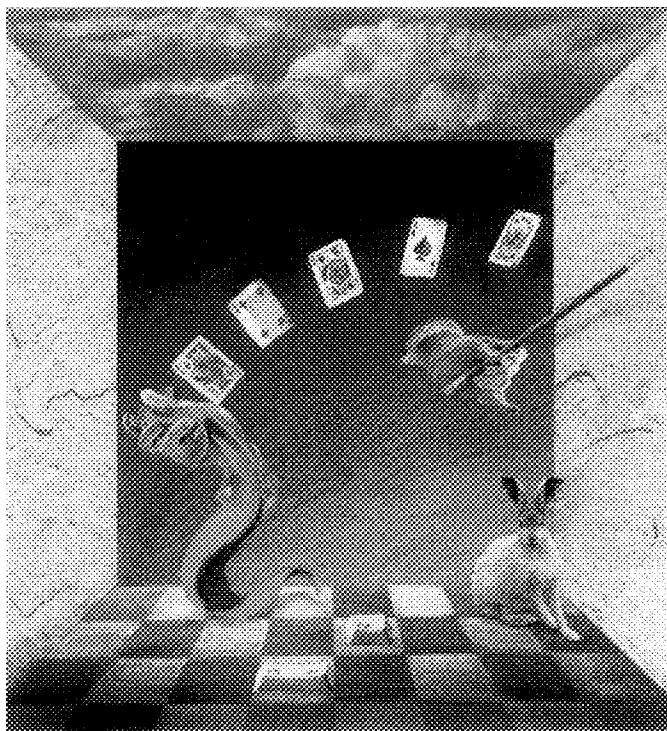
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April is the Cruellest Month! A Guide to Hoax Detection on the Net

The Internet breeds many hoaxes, jokes, and outright annoyances, particularly at this time of year. If you participate in e-mail discussion lists or Usenet newsgroups, you will see these regularly. How good are you at spotting the hoaxes, and do you know how to disprove them to convince others not to spread them?

Test yourself against this list of excerpts from messages you are likely to read in your e-mail. All of them have appeared many times. Some of these items are true. Some were true once. Which are they?

1. The Federal Communications Commission (FCC) is considering per minute surcharges for modem users.
2. You can get a virus by reading your e-mail.
3. You can get a virus from e-mail attachments.
4. Neiman-Marcus charges \$250 for their cookie recipe.
5. Little Jessica Mydek is dying of a rare form of cancer. She wants to make everyone aware of her disease and urge everyone to live life to the fullest. The American Cancer Society (ACS) will donate three cents to cancer research for everyone you send this message to. Send a copy to the ACS of your messages so they will know how much to contribute.
6. Little Craig Shergold is dying, and wants to break the Guinness record for receiving the most get-well cards. Send a card to him at [address in England omitted].
7. Send this good luck message to 10 of your friends. It's bad luck to break the chain.
8. Send \$10 to the name on the top of the attached list to get a booklet of proven business tips. Take off the top name, add yours at the bottom, and send it to 10 friends. When you get



the business tips, copy it to send to those who order it from you. It's perfectly legal, since there is value received. It's called Multi-Level Marketing. You'll make thousands of dollars!

The Modem Tax. Let's start with the first item about the FCC and modem charges. Variations of this have been circulated for years, always urging you to write the FCC or your congressman and tell everyone you know. Surprisingly, this was true for a while in 1997. The FCC did consider per minute modem charges on Internet Service Providers (ISPs), and entertained comments by e-mail. The issue was concluded in May 1997 with no

new charges. It popped up again in 1998 when someone apparently changed a date asking for comments by February 1997 and sent it around again with a 1998 date instead. The FCC responded by posting a Fact Sheet rebutting the misinformation. You can read it at <http://www.fcc.gov/Bureaus/Common_Carrier/Factsheets/ispfact.html>. The lesson to be learned here is to never pass along a scare story without checking the facts first.

Virus Hoaxes. The most common type of hoax is a virus warning. There must be a hundred messages about hoaxes for every legitimate one. In recent years, we have seen warnings about the Good Times virus, the PenPal Greetings virus, the AOL4FREE virus, the Yahoo! virus, and many more. Typically, they warn that you can be infected just by reading an e-mail message with a name like PenPal Greetings or by visiting a site like Yahoo. There is no truth to these warnings at all. You cannot "catch" a virus by reading e-mail or by visiting an Internet site.

On the other hand, viruses can be carried in attachments to e-mail, particularly in Microsoft Word or Excel documents which include macros. Macros can be written to do harmful things to your system, and macro viruses are the most common types of viruses found today. Think twice before opening e-mail attachments from unknown sources without running a virus check first.

When you receive a virus warning, urging you to alert all your friends, be a skeptic. A common sign that a virus is a hoax is any

by Walt Howe. Howe is an Internet Consultant for Delphi Internet Services. He can be reached via e-mail at walthowe@delphi.com or respond to his Web page at <http://people.delphi.com/walthowe/>. For more information on "On the Net," or to contribute to the column, please contact Sharyn Ladner at: 1-850-531-0429; e-mail: sladner@miami.edu.

suggestion that the FCC put out a warning. They aren't in the virus business, and it is a sure sign of a fake. Check either the Department of Energy's Computer Incident Advisory Committee (CIAC) at <<http://ciac.llnl.gov/>> or visit one of the anti-virus software sites like Symantec's Anti-Virus Research Center at <<http://www.symantec.com/avcenter/>>. They are kept up to date, and probably have already posted information before you heard about the purported virus. Just to be sure, run anti-virus software on the computers you depend upon, and update the virus definitions every month!


The Expensive Cookie Recipe. On the lighter side, there are many hoaxes that make the rounds solely because they make a good story. One story tells of a man who enjoyed a cookie he bought at Neiman-Marcus (variations of the story attribute it to Mrs. Fields) and called them to ask for the recipe. They agree to send it to him for "two-fifty". He thought that \$2.50 was very reasonable and agreed. He got the recipe and a credit card bill for \$250. In retaliation, he posted the recipe on the Net, and urged everyone to spread it around.

Neiman-Marcus has never sold cookie recipes, but the story lives on. It's a good urban legend. So is the story of the stolen kidneys, or Bill Gates buying the Roman Catholic Church. For a large searchable collection of these, both true and false, consult the [alt.folklore.urban FAQ](http://www.urbanlegends.com/afu.faq/index.cgi) page at <<http://www.urbanlegends.com/afu.faq/index.cgi>>. It marks the stories as true or false or unknown, and gives sources wherever possible.


Appeals to Sympathy. Among the more unfortunate types of hoaxes is the story that appeals to sympathy and a good cause. The first and best known of these occurred in the late 1980's when 9-year old Craig Shergold was ill with a brain tumor. He asked to receive get-well cards, and it was spread in all forms of media, including e-mail chain letters. The post office where he was hospitalized was swamped with cards, and he soon broke existing records. Today, Craig Shergold is a healthy teenager, but the story persists and thousands of cards still arrive every day. As the story changed over the years, get well cards became business cards, and the Children's Make-A-Wish Foundation was incorrectly worked into the story. The appeals still regularly appear on the Net, and lot of energy is wasted by well-meaning people sending cards and tying up resources that could be used much more usefully. The Children's Make-A-Wish Foundation has even set up a Web page with the facts at <<http://www.wish.org/wish/craig.html>>. If you run into this one, kill it fast.

A current chain letter that is making the rounds concerns Jessica Mydek and her terminal cancer. The American Cancer Society states on their Web page at <<http://www.cancer.com/>>, "As far as the American Cancer Society can determine, the story of Jessica Mydek is completely unsubstantiated. No fundraising efforts are being made by the American Cancer Society using chain letters of any kind."

Money-Making Pyramids. Most Internet Service Providers prohibit chain letters of all forms, because of their geometric use of resources, even when well-intentioned. The blatant money-making pyramid and Ponzi schemes are among the worst, and despite the inevitable assurances that they are perfectly legal, they are illegal, too. There is currently a known e-mail spammer sending out



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hundreds of thousands of chain letter solicitations every week. He uses forged headers to hide their true e-mail source and keeps opening new accounts as his old ones are canceled. You can be sure that the address he wants you to send money to is accurate, though.

Probably no one reading this article would be taken in by the blatant money-making schemes, but what about a chain letter that asks you to pass along good wishes or good luck? Resist chain letters, even if they are just for fun.

Hoax Detection. In summary, any message that asks you to tell all your friends should be viewed with suspicion. Take the time to check the facts. It only takes a minute to check out Computer Incident Advisory Committee or Symantec if you have them bookmarked. If a charitable organization is mentioned like the American Cancer Society or the Children's Make-A-Wish Foundation, check their Web sites first. Resist passing along second-hand information to mailing lists unless they are substantiated and on target for the purpose of the list. Do virus warnings, even if legitimate, really belong on FACS-L or Web4Lib or any of the SLA lists? When you do uncover a hoax, send the facts back to the person who "informed" you.

Statement 3 is the only completely true statement in the list at the beginning of the article. Numbers 1 and 6 were true for a short time in the past.

So when you receive a message asking you to send a get-well cookie recipe to every congressman or a virus to everyone you know to support making money fast for cancer research, think twice. Check the facts, and avoid making an April Fool of yourself! ☺

Are You Fairly Paid?

How many of you are being compensated fairly for the work that you do? Do you need a benchmark to justify how much you should be paid? HELP US HELP YOU!

In order to provide compensation information that truly reflects your expertise, education, and experience, we need all members who get a 1998 SLA Salary Survey in the mail this month to return it right away. The survey is mailed to a random portion of the membership which should be representative of all of you—if everyone fills it out. Only by getting an adequate response rate can you be assured that the compensation levels which are reported are representative of the field as a whole.

The more people who respond, the higher the likelihood that there will be enough cases to provide detailed analyses which reflect the diversity of SLA's membership. Compensation breakdowns can be provided by industry, geographic region, budget size, primary responsibility, job title, years of experience, level of education, gender, and age. To protect anonymity, salary data are only reported if there are at least five respondents in each category. Because there were not enough cases, for instance, in 1997 only median (mid-level) salaries could be reported for Literature/Online Searchers and Reference librarians who worked in Advertising or Marketing organizations; salaries at the low- and high-end of the range, in addition to the percent change in the salaries between 1996 and 1997, could not be reported.

The Salary Survey also seeks to gain other vital statistics of use to you, such as libraries' budget-level information. When asked to indicate the budgets (excluding salaries and rent) of their special libraries/information centers or businesses, data

from the 1997 Salary Survey revealed that 13 percent had budgets of more than \$1,000,000.

BUDGET RANGE	PERCENT
Under \$25,000	9%
\$25,000-49,999	7%
\$50,000-74,999	5%
\$75,000-99,999	6%
\$100,000-249,999	18%
\$250,000-499,999	12%
\$500,000-749,999	6%
\$750,000-1,000,000	4%
Over \$1,000,000	13%
Don't Know	20%

Based on membership feedback, some changes have been made to the 1998 Salary Survey to better meet your needs. For supervisors, the 1998 Salary Survey will request wage information about your employees—so that you can bargain for competitive wage levels to attract and retain competent staff. In addition, since many of you have earnings from such sources as bonuses and commission, this year the Salary Survey inquires about the amount of these monies. Also, the 1998 Salary Survey asks for the postal code of your place of employment, since many of you have sought compensation information about very specific geographic locations.

The data from the 1998 Salary Survey will be published by SLA in a monograph in October. Before that time, the 1997 Salary Survey is now available for purchase.

Why complete the survey? One reason to complete the survey is to ensure that accurate data are collected to record changes over time. This is especially important now

because of the quick and significant changes taking place in the information profession. It is important that members with salaries across the entire range, from low to high, respond to the survey. Information professionals with relatively low compensation levels must also complete the survey to impress upon employers and the general public that the data gathered through the 1998 Salary Survey are accurate. In addition, if it is found that segments of special librarians are compensated at levels lower than they are entitled, then advocacy initiatives can be implemented to rectify the situation.

If you are satisfied with your salary and do not think that it is in your interest to complete the survey, let me assure you that it is imperative to your *future compensation*! If those who are compensated highly share their income information, the mean salary levels of special librarians are higher. It raises the income threshold for everyone. Other special librarians can then use these salary levels to bargain for their own salary increases. If everyone's salaries increase as a result of the successful bargaining of a few, then the status and prestige of the profession will improve.

On another note, SLA Research staff is organizing a research project to test the assumption that special librarians are no longer needed due to organization-wide desktop access to the Internet. Perhaps the best way to address such a question is to have special librarians and non-librarians who work at the same organization try to find the answers to real research questions that arise at their places of work. Such a project will require enough participants to make comparisons by industry, organization size, and geographic region. Please participate.

As one of the most popular benefits we provide, the accuracy of the Salary Survey data is vital. If SLA's Salary Survey is to help you, it is essential that all SLA members fill it out.

For more information on "Research Briefs," or to contribute to the column, please contact Director, Research Ruth Arnold, Ph.D. at: 1-202-234-4700, ext. 615; fax: 1-202-265-9317; e-mail: ruth@sla.org.

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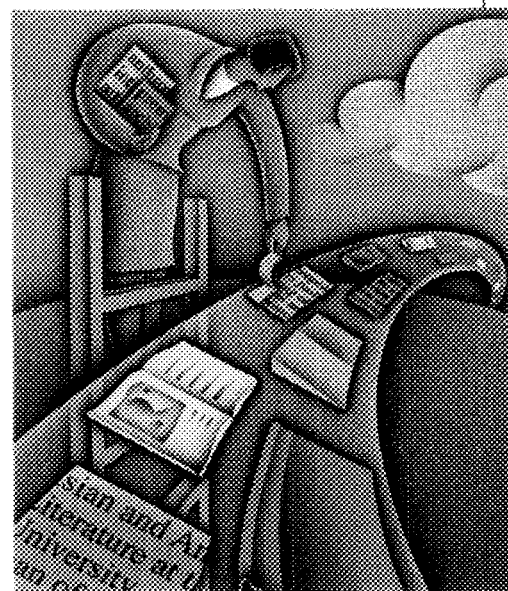
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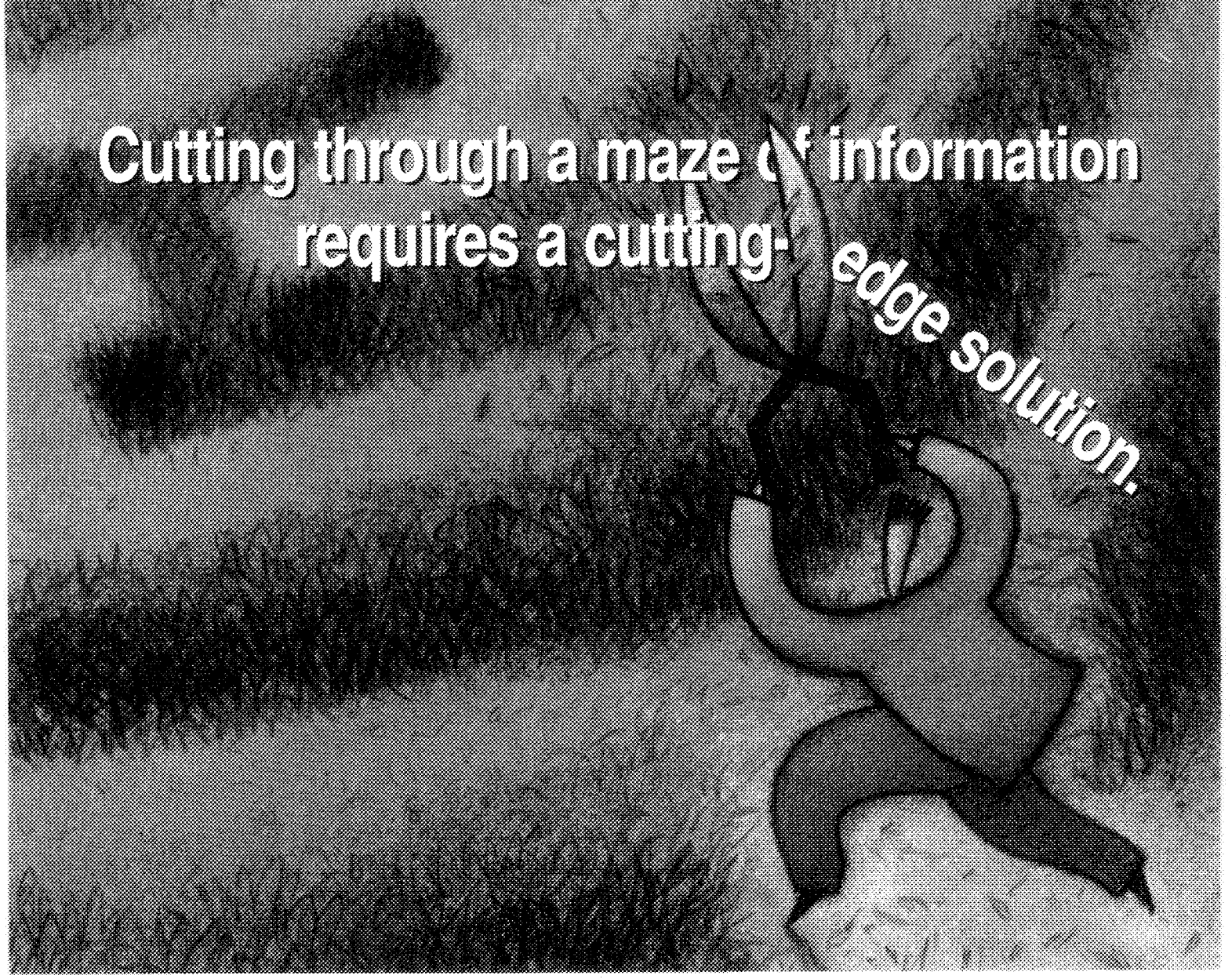
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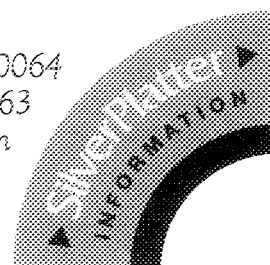
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The Librarian as Trainer

Internet Training—Lessons Learned

by Hope A. Bell

In today's information age, many end-users will attempt to retrieve needed information without the involvement of an intermediary. Most have little experience with basic research techniques and, as a result, are neither searching efficiently nor effectively. There is a difference between *searching* the Internet and *surfing* the Internet. Surfing is very easy—just click on the links and read what appears. Browsers promise ease of use and “zero training” as one of the benefits of using the Internet. Experienced researchers realize just how misleading this can be.

Searching is a skill that is more difficult to master. You have to understand the search process, how to choose keywords, boolean searching, the differences between search engines, etc. As part of their Internet strategy, many libraries are venturing into the new world of “training”. If you haven't “officially” undertaken this task, chances

are you have unofficially taken on this role by providing advice to clients experiencing difficulties. Information professionals have been providing patron training for years, but it is only recently that these training responsibilities have evolved to include Internet training and the development of training programs and materials.

OBSTACLES

Information professionals may encounter obstacles to their undertaking training responsibilities. One roadblock encountered is the belief that information professionals should not be Internet trainers. Information technology and training staff can teach the fundamentals of using browser software, but teaching users how to research efficiently and effectively requires someone with research expertise—an information professional.

Time can be another obstacle. Training does not occur only on the day it's sched-

uled. It requires a lot of planning, preparation, and advertising. The time it takes to design training sessions depends on the format, complexity of instruction, experience level of the author, degree of inter-activity, and the types of media used. One hundred and fifty (or more) hours preparation per one hour of instruction is not unusual.

Ignorance can also have an impact. Many Internet users doubt they need additional training. It's up to you to show them what they're missing. Show an interest. Don't wait to be asked to provide assistance. Be proactive. Talk to potential clients in the lunch room, reception area, or even elevators. Discussing the Internet can be educational and beneficial to all parties.

Asking some key questions can generate discussion and provide the perfect opportunity to promote your skills. Have you searched on the Internet? How did you go about searching? Did you find any interesting sites? These are just a few examples of questions to help get discussion rolling.

PLANNING

As with any project, it is important that you plan your training program and objectives.

Hope Bell is the manager of the Resource Centre for the Eastern Ontario Cluster of offices and serves 250+ KPMG professionals. KPMG is an international firm which offers a comprehensive range of financial advisory and management consulting services. She may be reached via e-mail at: hbell@kpmg.ca.



Create Internet and Training Strategies

- Include training as one of the more advanced steps of the Internet strategy
- Needs Analysis. Gather and analyze information. Identify training needs and objectives. What do you envision as the long-term impact? Do I have time for this project? Will I require help with this project? Do I have the technical expertise for this project? Will our users benefit? Can we afford to do this? Do we have the necessary equipment?
- Establish a timeline

Attain Experience Level

- Be sure you have enough experience. Information specialists are already experienced searchers. You don't have to be a "techie" to search on the Internet, but you should have an above average knowledge level before you attempt to write Internet course materials. If you don't feel you have sufficient technical experience, work with your IT department.
- Attend Internet training programs given by reputable organizations.
- Obtain your Internet Trainer Certification (Current information on the status of the program will be available at www.kovacs.com).

Get Support

- Discuss your plans for Internet training

with your superiors.

- Network with staff and identify potential allies who would be willing to work with you on a training project, lessening your workload and broadening the experience base. Who wants to be involved? Who could be critical to the success of the training session? Who might have good ideas to share?

Gather Information

- Determine number of potential participants.
- Conduct an informal survey to determine knowledge level and types of information required. Are clients having trouble with search engines or news groups? Determine what aspects of the Internet will be most important to your audience so you can target them.
- Identify specialties, groups, or departments that may require targeted sessions.
- Determine where the training sessions will be held. If possible, find a facility that will allow for interactivity. How many participants will it hold?
- Determine who will be teaching the Internet sessions. Will the final materials be used by other satellite offices/organizations that may not have a local information specialist? If so, create "Facilitator Notes" to help others teach the session.

Identify the Format

- Will the training be interactive, one-on-one, small group, classroom, self-instructed, videotapes, computer or Internet based, job-aids or a combination of these?
- Will the program be instructor led? (facilitator) or learner led (computer/Web based) training?
- How long will the training sessions last? One hour "Lunch & Learn" sessions or two- to four-hour seminars? Do you want to do a series, gradually targeting and introducing the various aspects of the Internet (i.e., listservs, newsgroups, etc)
- Prepare reference materials (organized reference of Internet information).
- Will additional aids be required? For example, will a comparison of search engines and/or a list of subject specific sites be necessary?
- Consider the ease of update with the chosen mediums. Will there be opportunities for repeated use or for integration with other programs/training?
- Develop your document outline.

Create the training materials

- Keep it simple and use non-technical terminology.
- Use a variety of aids—flip charts,

slides, printed materials, computer projection, hands-on exercises, etc.

- Check all documentation for errors/typos.
- Keep your style consistent throughout the training.
- Leave large margins and spaces between points to allow room for notes.

Pilot session

- Know your material so you don't have to rely on notes.
- Identify a small group of interested staff and invite them to attend a "pilot" session of the course.
- Debrief and discuss what the participants felt worked, as well as what did not. Was there something you should have covered in more detail? Was there a section that didn't seem to "flow" nicely or something you could have explained better?
- Assess the training and materials and redesign as necessary.

Training Sessions

- Schedule multiple sessions on a variety of days and times to accommodate as many clients as possible.
- If pre-registration is necessary, send participants a brief survey several days before the session. This will identify the experience level and interests of participants and allows you to target the course to their specific needs. Include questions such as: Have you used the Internet? If yes, what for? What do you want to learn?
- Advertise sessions several weeks in advance.
- Monitor materials and upgrade when necessary.
- If you don't feel you can handle technical problems that might arise, ensure there is someone on-hand that can.

Results

- Track long-term results. Assess whether the participants have applied their new skills. Has the training affected the organization and its staff in a positive manner?

Try to make training sessions fun. You don't want to scare people with an overwhelming amount of information and technical terms. Introduce them to the Internet, help them overcome fear or intimidation that may exist, and show them how interesting and easy it is to use. Stress that there are no right or wrong answers. People will always find different sites and pages while searching. The most important thing is to build experience. One lesson learned by trial and error can be more valuable and is remembered longer than "tips" from a lecturer. If possible, utilize multimedia for your training sessions. It makes them more interesting and a polished presentation helps establish you as a credible professional.

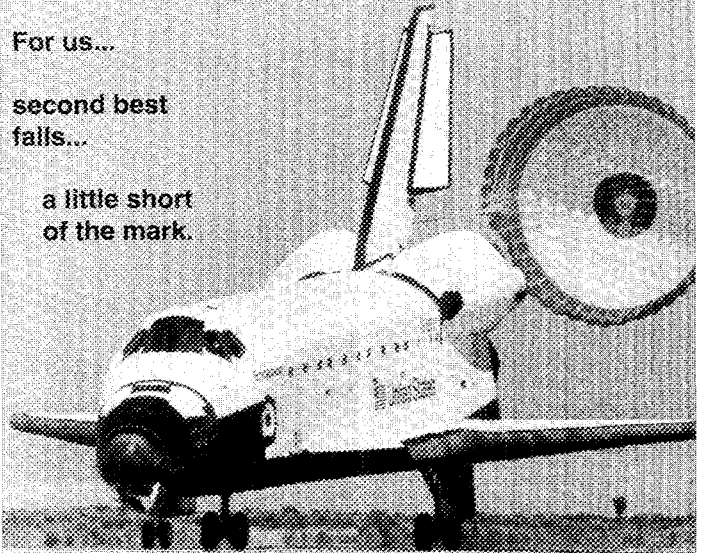
Showing participants how the Internet is a tool and how it is relevant to their work is a good objective, but don't forget that some "fun" exercises can serve educational purposes. If your company has developed an Intranet site, consider an "Intranet Scavenger Hunt". You could also ask participants to look for information on their favorite hobby. These types of exercises are fun and get people exploring. It allows participants to learn as they play and play as they learn. While not specifically business related, the skills that they build will be of great benefit when the user undertakes more serious research.

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of a broad range of people (beginner vs. advanced). You may find some participants are more experienced Internet users. Take advantage of this experience—have them share their experiences and provide the addresses of sites that they have found useful. Shared experiences present the Internet as a tool and illustrates how participants can use it in their business environment.

Don't lecture. It will be boring and you'll appear condescending. It's more fun to learn actively than to listen passively. Hands-on, interactive sessions are best. Limit interactive group size to 10 people or less. If this is not possible, a Litepro setup, where everyone can see the computer screen and what is happening on it, is also a good option which allows group participation.

Organize the sessions so they follow the natural progression of the experiences of a newcomer to the Internet. If participants are going to have to load their browser software and set their own preferences, go through the set up step-by-step and create an easy to use checklist.

The first thing most people see is their browser's main screen. Explain the buttons, their purpose, and shortcuts (bookmarks, history feature, etc.). Get them surfing using links. Explain the difference between mail ID's and Internet addresses, then show how to do both. People learn from experience; allow time for exercises (personal playing) which target what you've talked about. Work the room and provide individual attention.

When participants understand these basics, move on to what a search engine is and show them one. Let them try simple, one word searches, then move on to more complex searches and explain the



additional search features that can be used to more accurately target what they're looking for. Explain boolean searching and demonstrate the different sets retrieved using the different operators. Cover the basic research process and how to choose keywords. You'd be amazed how many people don't know how to target what they want and have relied on their information specialist to perform a "reference interview". Take a few minutes to explain the differences between Internet information and library and/or traditional database information. If you're dealing with beginners, you may want to stop here and provide a second more advanced course at a later date. If you're dealing with more experienced users, you may want to cover more technical search features (field searching, using brackets, etc.) or using other features of the Internet (listservs, newsgroups, push technologies, etc.).

Participants will be overloaded and will remember only a small amount of the information you've shown them. Give them something they can take away and use as a reference tool when they try searching themselves—a booklet, information posted on an Intranet site, list of "Best Practices", laminate card with comparisons of search engines, disk with bookmarks, etc.

USING NEW TECHNOLOGY

When designing training sessions, don't overlook multimedia and interactive options. Computer based training (CBT) and Web based training (WBT), although in their infancy, are becoming practical and cost efficient alternatives to traditional instructor led training and are becoming popular. CBT and WBT are similar. Non real time WBT and CBT are basically the same type of instruction with different delivery mechanisms. Users can train at their own pace, convenience, and location of their choice. Video, animation, interactive interfaces, sound, and 3D graphics are standard in many computer based training software. Some claim the increased interactivity and self-paced structure results in users learning faster and absorbing more information, making this type of learning superior to traditional teaching. Initially design a traditional seminar and when the content and exercises are finalized, negotiate with a company specializing in interactive training to transfer it to a computer based training format. Web based training does not HAVE to be this complicated, simple tutorials can be created by in-house staff. Tutorials that take advantage of the "bells

and whistles" are more interesting but effective training programs can be designed using basic HTML and browser features.

Don't be upset if you don't get it right the first time. There will be some hard-learned lessons. Exercises that looked great in the planning stages, may not work in reality. The purpose of pilot sessions is to figure out what works, what does not, and what to improve. I rewrote 90 percent of my first training session and trashed most of the exercises. Tutorials are constantly under revision. After the initial pilot, you may totally rethink and change the program.

Successful training programs are 50 percent material and 50 percent presenter. Just because you know it and wrote it, doesn't mean you'll (initially) be great at teaching it. Acting as a trainer is a new and difficult role for many information specialists. Don't give up, practice makes perfect.

The time and materials investment involved in producing Internet training programs can put a strain on the library resources, but ignoring the opportunities and falling behind also has a price tag. When all is said and done, you want participants to go away with knowledge and skills that will make them better able to function when you're not there.

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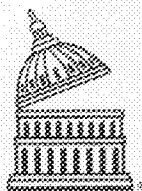
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Information Professionals in the Driver's Seat:

SLA'S 89th ANNUAL CONFERENCE

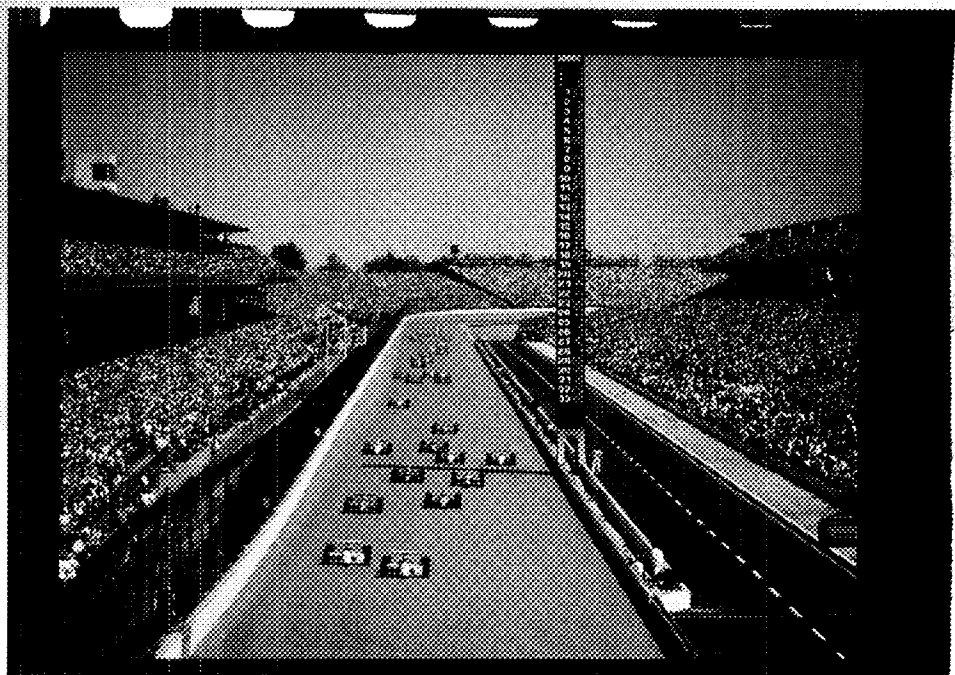
Fasten Your Seatbelts!

Any conference held in Indianapolis, Indiana would have to incorporate a racing motif into its theme—SLA's 89th Annual Conference is no different. The conference planners have taken leadership, performance, and excellence to heart to provide a conference with something for every information interest. They have truly put you in the "driver's seat" for an exciting course of programs.

Taking the pole position to incorporate all three qualities of our theme is educator, futurist, and strategist Dr. Stan Davis. Davis has been a professor at the business schools at Harvard, Columbia, and Boston Universities. He says that he switched from the social sciences to business to "stay intellectually alive." But academics was not the course for intellectual stimulation. He found himself "learning more and more about less and less." He still, however, considers himself an educator—an educator who teaches businesses to be educators of both employees and customers.

Ten years ago, Davis' bestselling book, *Future Perfect*, transformed the way companies did business. He now explores the

"knowledge based, knowledge driven, and knowledge intensive" organization—sounds tailor made for the information profession. Davis asks us not to concentrate on the "internal customer," saying there is no such animal. Our customers are external in the marketplace making decisions that have external effects. He will show us how to make any profession; information, library, consulting, or



Courtesy of Indianapolis Motor Speedway

vendor knowledge based to ultimately produce "smart" products and services. Yes, information is a product and a service.

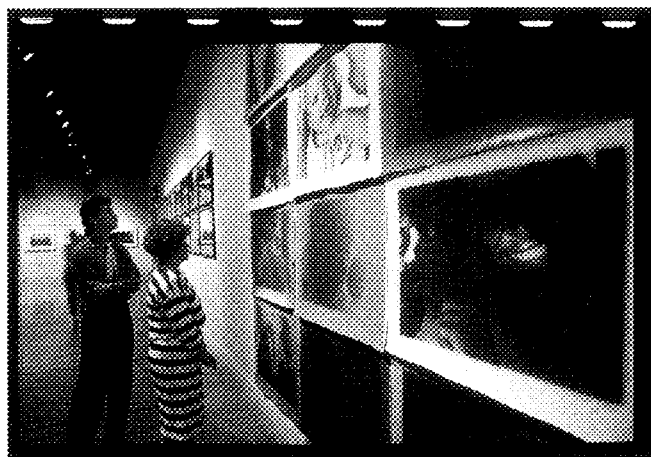
Ways to put you in the driver's seat for the Indy conference were paramount in the minds of the conference committee throughout this process. Toward this end, the conference committee responded to a request by the membership to develop information tracks to enhance your participation in the conference. Tracks developed include management, information management, professional development, the Internet, and science & technology. Please look for this aid in your *Final Conference Program*.

Teamwork and cooperation among the pit crews (i.e., the division planners) were strongly encouraged and many of the pit crews worked together as fine-tuned precision engines to develop some high performance programs. Highlights of a few follow:

The 75th anniversary of the Social Sciences Division will be celebrated with the appearance of a speaker guaranteed to take the checkered flag, Pulitzer Prize winning author Doris Kearns Goodwin. Several divisions are joining Social Sciences for several events featuring Ms. Goodwin, including a presentation on Tuesday morning, an informal chat at lunch, and "talking baseball" with the Baseball Caucus. All sound like great opportunities to hear a major political commentator of our day.

The European Chapter, the International Relations Committee, and the Social Science Division have come together to highlight SLA's growing international role by the special appearance of Ambassador Hugo Paemen, Head of the European Commission Delegation to the United States. Ambassador Paemen will appear at several division and roundtable events including an address on the issues of the European Union including the implementation of the Euro, the new European currency, and at a reception where he will present the European Special Librarian of the Year Award.

To get you in tip top racing form, several of our divisions want to put you on a diet, a "fat free meeting" diet. The presentation, "Fat Free Meetings" featuring author Burt Albert ("Fat Free Meetings: How to Make Them Focused and Fun!") will set the pace. Come and learn how to "control the meeting process and potential



A glimpse inside the Eiteljorg Museum of American Indians and Western Art.

Courtesy of Michael Vaughn Photography

troublemakers," and practice some newly learned skills with this meeting master.

Local Chapter Gears Up to Host SLA Conference Attendees

The Indiana Chapter of SLA is revved up and looking forward to welcoming you to SLA's 89th Annual Conference in Indianapolis. The conference will take place June 6-11 in the Indiana Convention Center.

The annual conference exemplifies SLA's commitment to providing members and other information specialists the best professional opportunities and resources. No other conference offers programs and events tailored for the special librarian in one location, in one week.

What you'll learn at the 89th Annual Conference will help put you, the information professional, in the driver's seat. To help you grow professionally, the conference will offer:

- cost-effective training sessions to keep your organization competitive;
- new ideas to improve productivity;
- professional contacts to assist you long after the conference is over; and
- access to over 350 exhibitors in one location showing the latest in products and services and eager to discuss with you what is available to help you do your work better.

About Indianapolis

Indy has come a long way since 1824 when a plan for the city was drafted and state government was moved there. Chosen as the state capital because of its central location in the state, Indianapolis was built in a forested wilderness. However, it has become an easily

accessible cultural and economic center; the twelfth largest city in the United States. Indy offers a friendly atmosphere, convenience, a diversity of interesting activities, and several amenities near the convention center, all for a lower cost than other major cities. Criss-crossed with highways in many directions, Indianapolis is within a day's drive of over half the



A look at the beautiful Indianapolis skyline.

Courtesy of Michael Vaughn Photography

nation's population. The Indianapolis International Airport is only 15 minutes from downtown.

In recent years, the city has undergone an unsurpassed renewal and is setting new standards in urban and economic development, "without losing its focus on family and community," according to *Employment Review*, August 1996. In addition, the February 1996 issue of *Association Management* ranks Indianapolis as one of the best cities in activities for families. Many attractions, the Indianapolis Zoo, Canal Walk, the Eiteljorg Museum, IMAX Theater, and the Indianapolis Indians baseball park are only minutes away from the convention center. Bring your family with you!

For More Information about Indianapolis and Indiana

To learn more about Indianapolis and Indiana or to get some more information on the conference, check the Indiana Chapter's Web page at (<http://birch.palni.edu/~insla/indy98/insla.htm>) for enhanced versions of conference update articles from *Information Outlook* and for links to helpful Web sites. The Indiana Chapter also has a listserv. To subscribe, send a message to: majordomo@indiana.edu with the following in the body: subscribe indy-sla98. You will receive a reply from the listserv detailing how to get general help, leave the list, etc. Please save this message. To post a message to the list, send the message to: indy-sla98@indiana.edu.

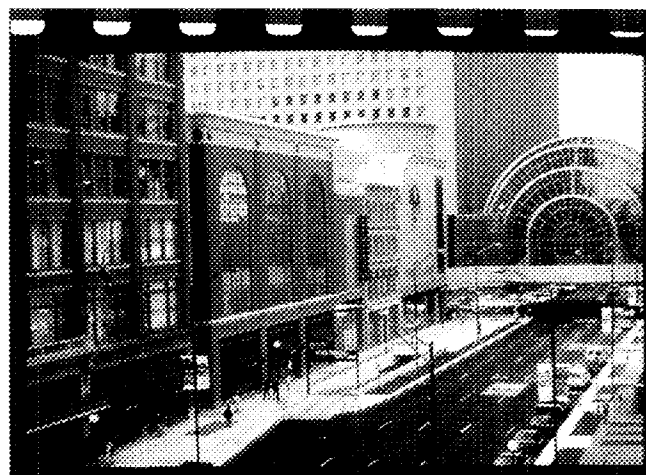
Major Attractions in Greater Indianapolis

Though you'll be busy attending conference programs, make time in your schedule to visit some of Indianapolis' major attractions:

- Indianapolis Motor Speedway, site of the Indianapolis 500 and the Brickyard 400 stock car race. On the grounds of the Speedway is the Indianapolis Motor Speedway Hall of Fame Museum that contains cars and race memorabilia spanning the history of the Indianapolis 500.
- Indianapolis Zoo, home to more than 3,000 animals in simulated natural habitats. It is the only facility in the United States accredited as a zoological park, botanical garden, and aquarium.
- Children's Museum of Indianapolis, the world's largest children's museum, providing a variety of hands-on activities.
- Conner Prairie, a living history pioneer village where visitors can experience life in 1836.
- Indianapolis Museum of Art. Surrounded by woods and beautiful gardens, it enjoys a unique setting overlooking the White River. Among its many collections are the Eli Lilly Collection of Chinese Art and the Kurt F. Pantzer Sr. Collection of watercolors and drawings by J.M.W. Turner.
- Eiteljorg Museum of American Indian and Western Art, one of only two museums east of the Mississippi to combine collections of American western art and Native American objects from all 10 North American native cultural areas.
- Lockerbie Square and the home of James Whitcomb Riley. The square is a quiet enclave of restored Victorian homes, among them the longtime home of James Whitcomb Riley, the Hoosier poet.

Transportation from the Indianapolis International Airport to Downtown

A convenient Ground Transportation Center in the Indianapolis



Courtesy of Shawn Spence Photography

Visit Circle Centre Mall located just steps from the Convention Center.

International Airport provides easy access to hotel courtesy vehicles and limousines. Limousine service on a shared-ride basis costs \$8.00 per person one-way to all downtown hotels. Two companies provide this service, Indy Connection (1-317-241-2522), and Royal Limousine (1-317-626-4222). Metro buses leave the airport every 45 minutes and cost \$0.75 during non-rush hours and \$1.00 during rush hours. Taxicabs, available curbside, charge \$18.00-\$22.00 per cab to downtown Indianapolis.

The Web site of the Indianapolis Convention and Visitor's Association, <http://www.indy.org/>, has the phone numbers of the airlines and car rental agencies servicing the airport as well as flight times and driving distances from Indianapolis. Also available at the site are maps of the downtown and surrounding area and driving directions to downtown Indianapolis.

After You Arrive

Once at the conference, you'll experience how much there is to do and see near the Indianapolis Convention Center. You won't have to travel long distances to have an enjoyable stay. Stop by the Indiana Chapter's booth immediately outside the exhibit hall within the convention center for information. You may also find it worthwhile to drop by the Indianapolis City Center, 201 South Capitol Avenue, a half-block south of the convention center where you'll see a very large map of Indianapolis and can pick up brochures highlighting local and statewide attractions.



Courtesy of Indianapolis Convention & Visitors Association

Take time from your schedule to visit Conner Prairie.

The Indiana Chapter's expert on Indianapolis restaurants has observed that there are 160 restaurants downtown. Over 50 of these are within walking distance of the convention center. The eleven hotels in the central downtown area are also close to conference activities. Downtown is flat, so even occasional walkers will not find it tiring or time-consuming to walk from one destination to another. And there are green spaces nearby to refresh the spirit. The Capitol Commons is across the street from the convention center and the White River State Park is two blocks away. For those who relax while shopping, the Circle Centre mall is two blocks in the other direction.

Social Science Division Anniversary Attracts Pulitzer Prize Winning Author

Doris Kearns Goodwin, Pulitzer Prize winning author, social and political commentator, and baseball enthusiast, will be in Indianapolis to celebrate the 75th anniversary of the Social Science Division on Tuesday, June 9. Goodwin will speak at an open session at 9:00 a.m. on Tuesday morning, as well as at a luncheon, and at a special meeting of the Baseball Caucus on Tuesday afternoon. All these events will be open to all conference attendees. We invite all of you who are coming to Indianapolis to join us in this gala celebration.

Goodwin, recognizable by her broad smile and easy manner, is a familiar figure on public television, appearing as a regular commentator on the "News Hour with Jim Lehrer" discussing the presidency, elections, and American politics; as a contributor to PBS documentaries on Lyndon Johnson, the Kennedys, and the Roosevelts; and as the "irrational female fan" contributor to Ken Burns television series, "The History of Baseball". She appears frequently on ABC's "Nightline" and she is a regular panelist on "5 by 5", a weekly television public affairs program aired on Boston's ABC affiliate. *No Ordinary Time: Franklin and Eleanor Roosevelt: The Home Front During World War II* was awarded the Pulitzer Prize for history in 1995. Goodwin has written two additional major works on contemporary American presidents, *The Fitzgeralds and the Kennedys*, which was made into a six-hour miniseries for ABC, and *Lyndon Johnson and the American Dream*, an insightful look at one of America's most enigmatic presidents. Goodwin's latest book, *Wait Till Next Year, a Memoir*, published last fall, has been an immediate bestseller. While it is primarily the story of Goodwin's growing up years on Long Island and of her love for the Brooklyn Dodgers, it also captures the mood of that period of post-war America that witnessed the introduction of television to the mass market, the McCarthy hearings, the dangers of a polio epidemic, racial prejudice, and of course, the glorious era of baseball in New York, when the Dodgers, the Giants or the Yankees, appeared in the World Series every year for a decade. The subjects of Goodwin's work and the topics on which she comments encompass the broad spectrum of the American experience that we have witnessed in our lifetimes: Roosevelt and the New Deal, the introduction of social security, public works projects and public investment in the arts; Kennedy and the Peace Corps, a social conscience for a nation, space exploration and

massive investments in science and technology; Lyndon Johnson and "the Great Society", the Civil Rights Act of 1964, the introduction of Medicare and Medicaid, the "War on Poverty", and the tragedy of the war in Vietnam. All of this history has shaped the nation and the people we are today. As the preeminent chronicler of our immediate history, Doris Kearns Goodwin will assess our past and our future in the world and in our communities, and in the social and political structures that we have built and that will propel us into the twenty-first century. Join the Social Science Division as it celebrates its 75th anniversary with a day devoted to examining the fundamental role the social sciences have played in creating the knowledge base that has produced the wonders of the technological revolution we are witnessing today. Our thanks to the divisions who are co-sponsoring this remarkable event with us: Education Division; Information Technology Division; Military Librarians Division; Museums, Arts and Humanities Division; and Transportation Division.

A very special thanks goes to our primary sponsor, EBSCO Subscription Services, for their very generous contribution.

Swap & Shop

The Marketing Section of the Library Management Division will host the annual Swap & Shop on June 9, 1998, at the conference. Swap & Shop provides librarians the opportunity to exchange marketing tips and tricks. We encourage everyone to submit examples of your library's marketing and promotional materials. Thanks to the generous sponsorship of LEXIS-NEXIS, awards will be given for both first and second place in various categories: printed materials, Web site, video, etc. For more information and to obtain an entry form, please contact Jill Konieczko at: 1-202-857-8267; fax: 1-202-857-8233; e-mail: jill.konieczko@lexis-nexis.com.

Brake for the Exhibit Hall!

The Special Libraries Association's 1998 exhibit show will be showcasing more than 350 exhibitors representing more than 500 exhibit booths. Companies and organizations such as longtime exhibitors Disclosure, The Dialog Corporation, EBSCO, Dow Jones,



An overview of the Indiana Convention Center & RCA Dome Exhibit Hall.

Courtesy of Indianapolis Convention & Visitors Association

LEXIS-NEXIS, HW Wilson, West Group, and Gale Research, along with relative newcomers, such as WavePhore Newscast, Information Quest, Information Express, Retrieval Technologies, and many more, will all be demonstrating the latest in technology. A ribbon cutting ceremony, graciously sponsored by SilverPlatter Information, will open the exhibit hall on Sunday, June 7. Entertainment will be provided by the Indianapolis 500 Gordon Pipers, in the format of Scottish music and dance. A cocktail reception with cheese, vegetable, and fruit trays will be available to attendees as they browse through the exhibit hall Sunday afternoon from 4:30 p.m. - 6:00 p.m. On Tuesday, June 9, a kick-off party for the 1999 Annual Conference in Minneapolis, will be held in the exhibit hall. Feel free to stop by for a taste of Minneapolis fare. For the second year, new products will be demonstrated in a private session on Tuesday, June 9, from 12:00 noon - 1:30 p.m.. Look for more details on location and presenters in the *Final Conference Program*. Once again, Galaxy Registration Systems will be providing all attendees with an Expocard that will have a variety of functions. Special thanks go out to Chemical Abstracts Service for sponsoring the Tote Bags that all the attendees receive. There will be refreshment breaks in the hall each day, generously sponsored by Moody's Financial Information Services, American Society of Mechanical Engineers, and Elsevier Science. The Internet Room will be sponsored by LEXIS-NEXIS. As the profession continues to grow, the attendees are encouraged to visit the exhibit hall to view all the latest and best products and services the vendors have to offer. The exhibit hall in Indianapolis will be worth the trip!

Want to Know More?

The *Preliminary Conference Program* has been mailed to the full membership the first week in March. The program is also available on the SLA's Web site at www.sla.org. Stop by, take a look and see what we have planned for you this year. The conference is part of SLA's commitment to providing members and other information professionals with the best opportunities and resources. We have exhibits, continuing education courses, tours, state-of-the-presentations, strategy sharing sessions, workshops, and much, much more. Attend a career workshop, learn about business information markets around the world, get caught up on competitive intelligence, be introduced to market research in the communications industry, and find out how to market your space! Make sure your plans include to attend the SLA Awards Banquet, *Mediterranean Nights*, at the Indiana Roof Ballroom. A fun-filled evening of dancing and dining that is sure to cap off a fantastic week of learning, growing, and networking.

There will be over 350 exhibitors displaying the latest products and services you need to do your job effectively and successfully. The SLA's exhibit hall allows you to save valuable in-the-office time by bringing vendors together under one roof for your meeting convenience. This year's exhibit is worth the trip!

Above all, the conference is an opportunity to help you manage and disseminate information more effectively in this fast-paced environment. Your attendance is beneficial to you and your organization. So make your plans now. Register! Your participation at the 1998 Indianapolis Annual Conference is important to you, your profession, and to your association. ☺



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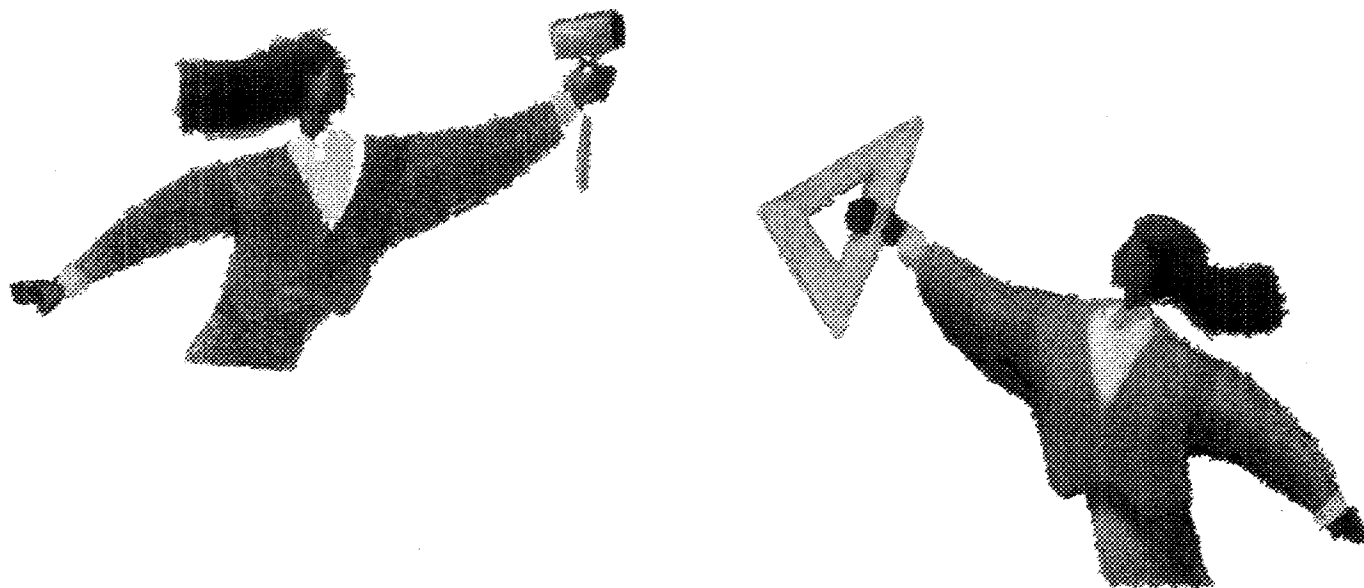
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THE LEADER IN INTEGRATED INFORMATION MANAGEMENT

NO SLACKERS HERE!

SLA's youngest members have the vision and enthusiasm to shape the future of the profession



by Marisa Urgo

The future of the profession is discussed and debated at many professional meetings and in many professional publications, including *Information Outlook*. Little has been said, however, about those members of SLA who will be the special librarians of the future. SLA's youngest members, those between the ages of 24 and 35, bring a considerably different

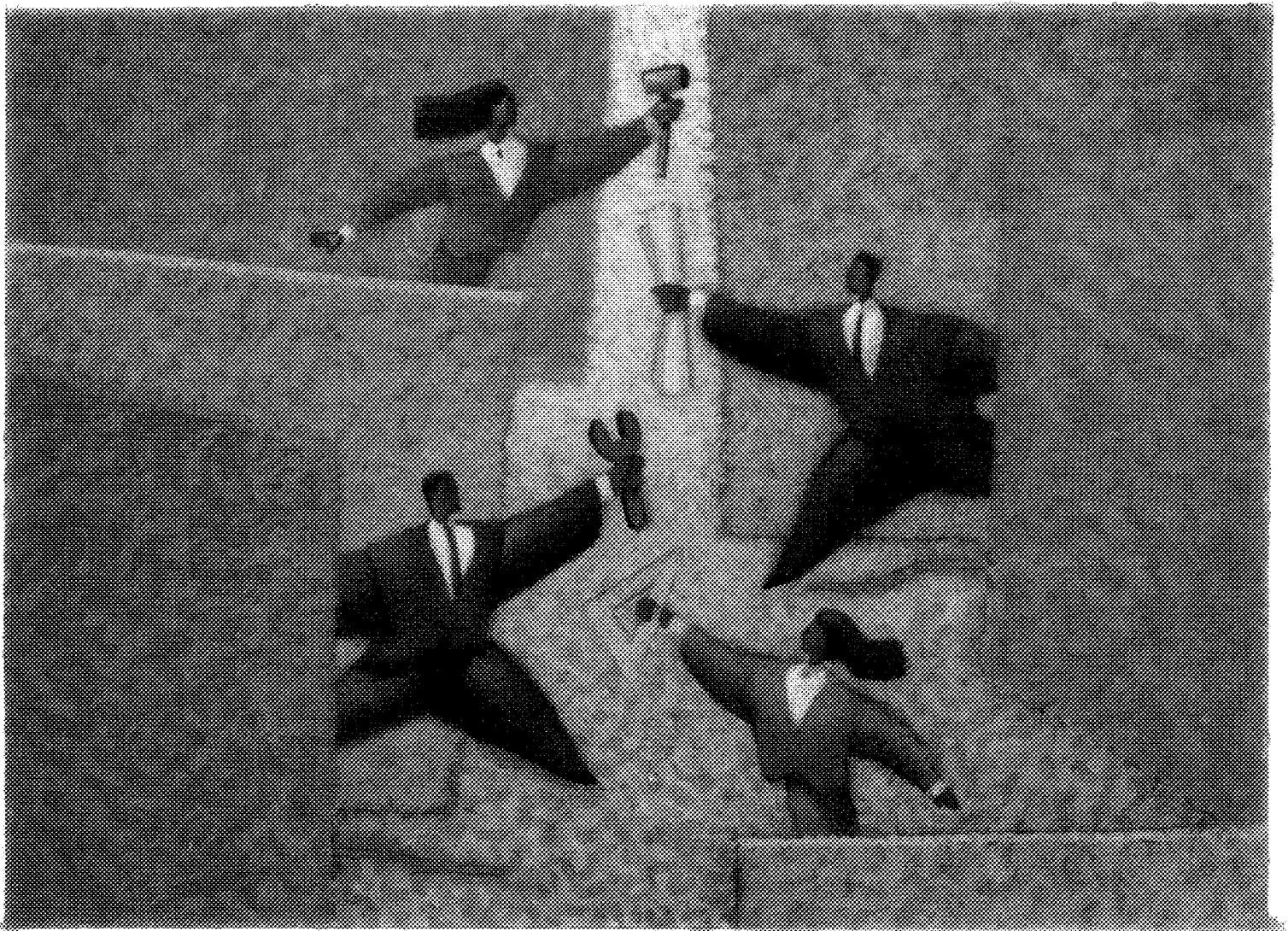
perspective to their work, and to their profession. Perhaps we need to look at the positive characteristics of the "Generation X" professionals and think about the changes they may bring to the profession (and to the information delivery process).

When the term "Generation X" is mentioned among information managers, what often follows are visions of difficult and whiny twentysomethings who express little enthusiasm for their jobs and no awareness of (or interest in) the company's dress code. Every generation has its slackers, and sadly,

they are all too often perceived as representative of the generation as a whole. But it is unfair to impose this label on an entire generation (45 million Americans!), let alone on SLA's youngest members, information practitioners who represent the association's tangible future.

Despite the critical beating twentysomethings received in the popular media several years ago, there are many positive aspects to their work characteristics. Many of these match well with the spirit (if not the letter) of the recently published and much-acclaimed list of core competencies for success in special librarianship in the twenty-first century. And it is these characteristics that will help redefine the association and information delivery in special libraries in the opening decades of that twenty-first century.

Marisa Urgo is Information/Promotions Specialist at the Office of Minority Health Resource Center. She is also Information Services Coordinator for InfoManage/SMR International, and she is the creator of Resources for Information Managers, located at <http://www.mindspring.com/~sophia/rim.html>. Her e-mail address is: sophia@mindspring.com.



For example, Generation Xers are entrepreneurial. They willingly integrate work into their lives. They are more willing to work from home or serve on a company-wide committee. And possibly the most important of all their positive characteristics, these younger special librarians are not only well adapted to filter enormous amounts of information, they are highly flexible with changes in technology. They are the first generation to grow up with computers influencing every aspect of their lives. Census Bureau statistics show that overall access to household computers more than doubled between 1984 and 1993, the decade when most Generation Xers were growing up and attending school.

Twentysomethings offer a different perspective on work and careers. They demand, according to Bruce Tulgan, author of *Managing Generation X: Bringing Out the*

Best in Young Talent, "a new workplace bargain" and they offer "a new kind of loyalty." Management experts have recognized significant philosophical differences between Baby Boomers and their younger colleagues, but with a little understanding of these differences, Baby Boomer managers could adapt their own philosophies in order to "roll with the changes" being influenced by their young colleagues.

In general, younger colleagues want more challenging tasks and the creative freedom to finish them. They expect direct, immediate and fair evaluations of their work and they want to know that they are valued. Managers could consider some of the following:

- Delegate. Young colleagues graduate with a high level of sophisticated skills. They want to apply those skills in their positions.
- Establish clear goals. Young workers want clear instruction, to be accomplished within reasonable time frames, and they expect to have access to the tools they need to complete their tasks.
- Maintain a direct line of communication. Offer continuous honest feedback on performance. Generation Xers want to know whether they are doing a good job.
- Focus on the end product, not the process. Many young colleagues see no value in evaluating the "style" in which a project was accomplished.
- Offer professional growth opportunities. Young colleagues know that constant changes in information products and technologies require constant training and development.
- Don't expect them to stay forever. Generation Xers have rejected the idea of

"lifetime employment." They see their lives growing and developing beyond their current positions.

Special librarianship has the potential for attracting good young talent. Its emphasis on information content and information technology, its requirement for increasing flexibility and accessibility, and the ever-increasing importance of information in our daily lives (and those of the executive end-users for whom special librarians provide information), combine to attract the young talent that will bring special librarianship into the next century.

Change is the only constant

The spirit of rapid change is paramount in the spirit of the generation. In the evolving information society, technology dictates most change. Twentysomethings have displayed incredible adaptive skill in assimilating new media, telecommunications, and information technologies. The ability to adapt to change (and influence change) will continue to have its planning and management advantages well into the next century.

But adaptation is an ongoing process.

The ability to change brings with it the need to develop new skills. Twentysomethings expect their employers to offer continuing profession development and the leave time to pursue it. As Bruce Tulgan has said: "The best way to keep people is to prepare them to leave." America's experiment with downsizing in the early nineties has taught many young colleagues to always prepare for the next job.

By the same token, managers need to change their management philosophies to adjust to the changes being demanded by their employees. Many young colleagues are unwilling to stay at a job for more than five years. "The baby busters believe that the age of lifetime employment is long gone," Sherri Eng says in her 1996 article in *The Washington Post*, "They view their jobs as short-term—they'll stay three to five years, then move on to something else." Reflecting this, human resource professionals and recruiters have come to evaluate young professionals not on the length of stay in any one job, but on the development and quality of the skills they have acquired from one job to the next, and a skills re-

sume is becoming much more important than the traditional chronological resume.

The entrepreneurial spirit

Many corporations have invested time and money into instilling an entrepreneurial spirit into their employees. For Generation Xers, entrepreneurial spirit is more natural than it is for many of their older colleagues. In an article in *Providence Business News*, Don Abood provides a statistic: "Eighty percent of all Americans trying to start their own business today are between the ages of 18 and 34," he says. They are also more willing to integrate their jobs into their lives. Robin Holt, director of counseling and corporate service at Alumnae Resource, a nonprofit career center in San Francisco, says, "They really like to be totally immersed into work. They enjoy joining the company softball team and going out to lunch with co-workers."

In twentysomethings there has finally been a collective acceptance of the harsh reality of employment: work takes up most of your day and a considerable amount of your life—you better get something out of it in addition to your paycheck.

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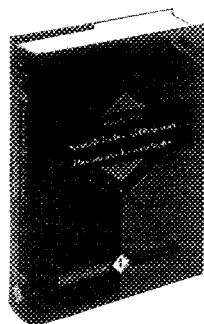


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A management philosophy that demands quiet acceptance of policy, provides little direct feedback or evaluative communication, has no professional growth potential, and offers little schedule flexibility is not going to work well with young employees. Amy Trollinger, writing in *The Kansas City Business Journal*, refers to a study of OfficeTeam, a temporary services company, that found that workers in this age group (25-34) are attracted to companies that "recognize quality of life needs, such as family and flexible work schedules, and encourage and reward creativity." None of these quality of life needs are impossible to implement, even for managers with meager personnel management skills or means. "Programs such as gainsharing, open-book management, and self-managed teams connect individual behavior to company performance in ways that satisfy and motivate," is the way David C. Calabria of WorkforceOnline puts it.

Or, as Bruce Tulgan says: "When Xers reach for greater independence and relative freedom in our work, we are not expressing arrogance or insolence. Xers' desire for more creative responsibility in our work is an expression of our self-nurtured independence. We are most productive when we are allowed to be innovative in how we accomplish our managers' goals."

Special librarians have untapped advantages over many other professionals in attracting and developing new talent. The intrapreneurial services of many corporate libraries could offer young talent the opportunities to interact in teams and develop interpersonal skills needed for future positions. Many management experts agree that one trait many Generation Xers share is the need to feel challenged. Special librarianship offers challenges: changes in information technology applications, increasing access to information products and services, and similar cutting-edge developments in special librarianship and information delivery all offer young colleagues opportunities to solve practical problems in innovative ways. Or, to look at it from another perspective, Generation X offers a new type of workplace bargain. Its members have the entrepreneurial spirit. Now managers just have to foster an environment where that spirit can grow.

Conclusion

I cannot imagine any other profession that has so much to offer young professionals as special librarianship. The demand for information in business and other sectors of society is offering special librarians a variety of job titles and responsibilities unimaginable just five years ago. Technology is offering us the opportunity to develop increasingly flexible work arrangements. And, it is offering opportunities to confront practical challenges posed in today's dynamic corporate environment.

More important are the vibrant characteristics SLA's youngest members are bringing to the profession at the dawn of the new century. An entrepreneurial spirit and a desire for new challenges will undoubtedly bring about new job titles and responsibilities currently unrecognized, unknown, and unanticipated in our profession. The demand of these younger employees for flexible work schedules will lead to a new type of professionalism, not tied to the reference desk but to the practitioner's state of mind, their attitude.

Bring on the next century. We're ready for it! 88

NEEDED:

User-Responsive Agricultural Libraries in Developing Countries

by Charles O. Omekwu

The Need for User-Responsive Libraries

When Dougherty¹ wrote on the need for user-responsive research libraries, he exploded two great myths. The first myth states that "bigger libraries are better libraries". This myth nurtures the idea that ownership of collections is more important than providing timely access and delivery of information". He further exploded the generally held idea that researchers and scholars are skilled library users. The nature of agricultural information, the various categories of users, and the challenge of information technologies all call for new initiatives that shift the emphasis from just collection development to timely information provision to the busy agricultural professional. Aguolu²

has pointed out that all researchers in special libraries face four bibliographic needs. The first is how to locate the desired materials in the local as well as other libraries. The second problem is of selecting from among numerous sources the desirable or appropriate material. Thirdly, researchers need to get informed of new developments in their fields. Finally, researchers need help in discovering or formulating new ideas, models, hypotheses, or new questions. Lendvay³ views the identification of users and their needs as an essential condition to the commencement of collection of publications for the agricultural library. Herpay⁴ sees the meeting of the user's need as the most important task of the information specialist. Aina⁵ views the provision of agricultural information to farmers and extension officers as a catalyst in increased agricultural

production in Africa. Mouchet-Rougelet⁶ considers the library database and its end-users and insists that "end-users want easy access to complete information".

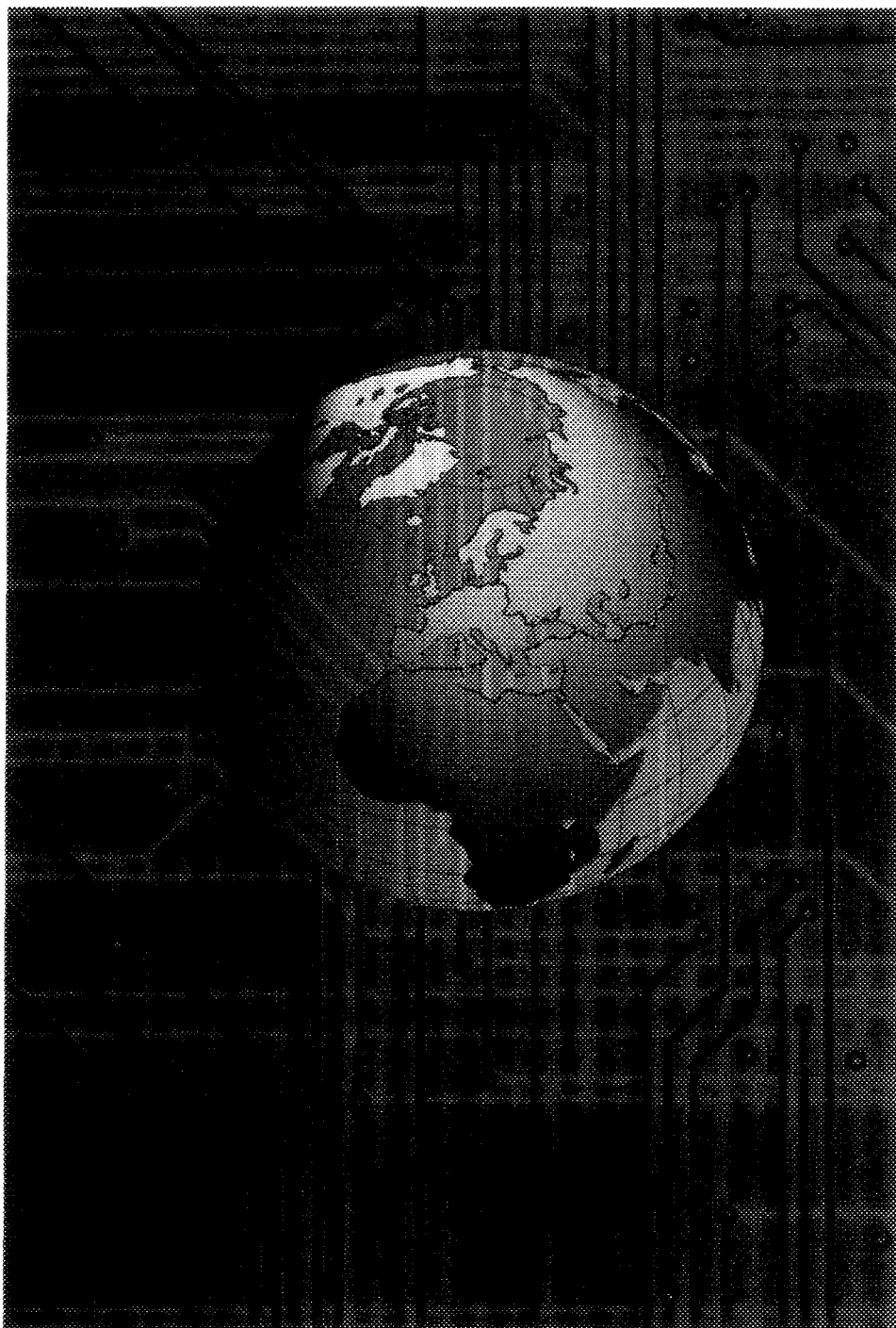
Chandhry⁷ focuses on information for the mountain farmer. Ailin Ton⁸ recounts the Malaysian experience in addressing the information needs of farmers and extension services.

Laux⁹ questions the relevance of specialized literature information services in agricultural information service. Thomas¹⁰ concern is on improved access, to agricultural literature through a comprehensive, and detailed agricultural thesaurus. Deecher¹¹ writes on the role of the United State Agricultural Information Network in providing information to the end-user while Mathiesen¹² reviews agricultural documentation services in Denmark. Andre¹³, Frierson¹⁴, and Jones¹⁵ address the contributions of new technologies in information provision to the end-users.

Charles O. Omekwu is currently studying for a Ph.D. degree in Library and Information Science at the University of Ibadan, Nigeria where he obtained double Master's degrees in Library Studies and Agricultural Extension Services. He has worked for the past 10 years as head of Library and Media Services with the Federal Agricultural Coordinating Unit (FACU) Abuja, Nigeria, before taking one year leave of absence to complete his doctoral degree.

Agricultural Information in Developing Countries

Schutzsaek¹⁶ has accurately captured the challenge facing agricultural information



The Nature of Agricultural Information

The multi-disciplinary nature of agriculture further complicates the effective coordination and integration of agricultural information resources and services in most developing countries. Agriculture as a discipline draws from the pure sciences, medicine, social sciences, and even arts. Secondly, although agricultural information may be location specific, its relevance may be applicable to other users in the same ecological but different geographical belt. Thirdly, the seasonal nature of agriculture is a fundamental factor in information provision. Moreover, the information received in a dominantly English-speaking library may be written in French or Arabic. In most libraries and information centers of developing countries, translation is often not a major service provided. Even within a nation, the problem of translating a relevant agricultural information in a technical journal to a non-literate farmer is still a fundamental problem.

Who Are the Users of Agricultural Information?

Mouchet-Rougelot¹⁸ identifies students, teachers, lecturers, researchers, and the administrative staff as end-users of agricultural information. Thorpe¹⁹ considers the farmer as the end-user of much agricultural information. Precisely however, the organization served by the agricultural library will be the major determinant of the users of its services. A library in a principally research station will be mostly used by research scientists. Information centers of the agriculture ministry will most likely serve the information needs of policymakers and practitioners. In the university system, the major users of the services of the faculty or college of agriculture library will include students, teachers, researcher scholars, extension officers, and (in a few cases) farmers. Key users in a nation's triangular research-extension-farmer network will consist of the research scientists, the extension officers, the farmers, and policymakers to whom the network is responsible. In Nigeria, a case study of the nation's apex agricultural coordinating agency, the Federal Agricultural Coordinating Unit (FACU), is presented to support the need for user-responsive libraries in developing countries.

Background to the Study. FACU was

professionals and information centers in developing nations. According to him, "the literature is growing, financial resources are shrinking, and technology is the only one answer. His observations are five-fold:

- (i) The scientific literature of agriculture and related fields has increased considerably.
- (ii) The creation of new databases has both simplified and complicated information retrieval.
- (iii) The creation of new databases was followed by new technologies.

(iv) Telecommunication networks have grown increasingly important.

(v) Financial situation of information providers has recently grown worse.

Thorpe²⁷ has identified the shortage of information professionals, poor telecommunication networks, and uncoordinated information resources as crucial problems facing agricultural information services in the Third World. Others are the inability to acquire up-to-date information resources due to language and distribution barriers and severely limited financial means.

established in 1981 to oversee the activities of all the Agricultural Development Projects (ADPs) in Nigeria. The ADPs are the nation's major agricultural extension service apparatus. The FACU/ADP system provides a vital link for the research-extension-farmer network through such meetings as On-farm Adaptive Research (OFAR), Monthly Technological Review Meeting (MTRM), Forth Nightly Training (FNT), as well as various supervision missions.

Objective of the Study. The major objective of the study was to determine the information needs of FACU professional staff and the role of the unit's resource center in meeting the identified needs. It was predicated on the assumption that prioritization of information services is essential to meeting the information needs of the professionals.

Methodology. A structured, seven-page questionnaire with a few open-ended questions were administered to all professional staff (38) on-seat and accessible at the time of the study. Thirty (78.95 percent) were properly filled and used for this study.

Study Questions. Questions relevant to this study are: What are the types of information that the professionals need for the performance of their job? How do they seek information? What sources do they consult?

Assumptions. The study assumes that the professionals' information seeking habits are affected by the organization's services and the information resources available in the unit's resource center. Moreover, it assumes that their information needs are essentially job-related.

Data Analysis. The raw data from the questionnaire was

grouped and tabulated to facilitate the use of some statistical parameters for analysis. Simple statistics of percentages and arithmetic means were used.

The ranked responses were scored appropriately. A score of 3, 2, and 1 were allotted to each response of "very important", "important", and "not important". A summation of these scores was made and the mean score obtained according using the formula:

$$\frac{(x_1 + x_2 + x_3 \dots x_n)}{n}$$

where x = mean score; x₁, x₂, x₃ ... x_n = individual score; n = total number of respondents.

To establish a basis for an item to be described as very important, important, or not important, a cut-off point was chosen as follows:

$$\frac{3 + 2 + 1}{n} = \frac{6}{3} = 2.00$$

An average score of 2.0 was thus obtained.

A scale of 0.50 was used to determined the upper (2.0 + 0.5) and lower (2.0 - 0.5) limits respectively.

Thus we have a range of: < 1.50 = not important; 1.50 - 2.50 = important; > 2.51 = very important.

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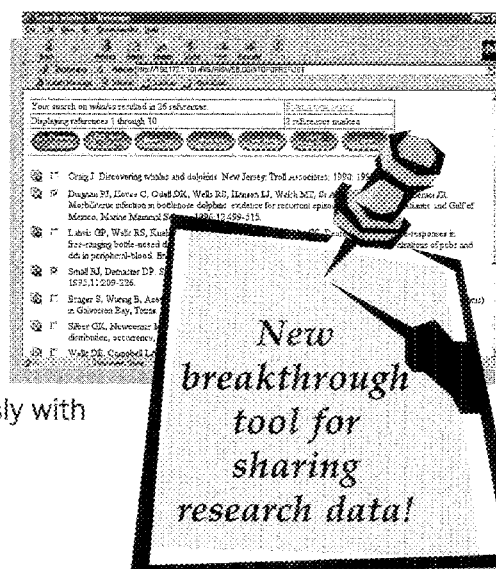
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Findings

1. Understanding the Professionals' Information Search Strategy

How do the professionals search for information? The respondents were asked to indicate their first place of contact in search of job-related information. The finding is shown in Table 1:

TABLE 1		
FIRST CONTACT IN SEARCH OF JOB-RELATED INFORMATION		
First Place of Contact	No.	%
Personal Office	13	43.30
Resources Center	9	30.00
Management Information Section	7	23.33
Others (e.g) Research Institutes	1	3.33
Total	30	100

2. Habitual Characteristics in Information Seeking

The professionals' response to certain habitual factors related to information seeking is indicated in Table 2:

TABLE 2		
HABITUAL CHARACTERISTICS IN INFORMATION SEEKING		
Habitual Factor	No.	%
1. Personal Contact with Professional Institutions	15	50
2. The Resources Center to Establish Linkage on Professionals' Behalf	20	66.67
3. Familiar with the Organization of Materials in the Resources Center	7	22.22
4. Location of Information in the Center	25	83.33
(i) Ask the Librarian (ii) Go Through the Shelves	5	16.67
5. Use of Other Libraries	21	70.00

The professionals were asked to rank the importance of the information sources in meeting their (staff) needs. The rank order is presented in Table 3 (see page 38).

Discussions

1. User-Responsiveness

Table 1 shows that most professionals would invariably contact their office first in search of job-related information. A proactive information service strategy must therefore be installed to take the information to their first point of contact in the information search process. To acquire materials and wait for the busy agricultural professional to come to use them is becoming old fashioned. Many agricultural information professionals complain of low-status, and lack of serious utilization of their services and resources. FACU has proved that these trends can be reversed. Four proactive information services were installed:

- (i) SDI - Selective Dissemination of Information,
- (ii) CAS - Current Awareness Services,
- (iii) SBS - Specialized Bibliographic Services, and
- (iv) IAS - Indexing and Abstractive Services.

The goal was to take information services to the desks of the professionals, informing them of library's readiness to provide the real information contained in these "bridges". The library staff have been amazed at the positive response to these services.

2. Information Service Prioritization

To provide the most relevant information, the sources mostly consulted by agricultural professionals must be identified and updated. In most project-oriented agricultural institutions, documents generated by and on the projects are often the most frequently consulted. Most of these documents fall into the class of gray literature and pose difficult problems in classification and organization. Invariably, many agricultural libraries fail to properly organize them. If agricultural libraries in developing countries would respond effectively to the information requests of that users, their resources must be properly organized and brought to the knowledge of their users. Moreover, Table 3 also shows a lower degree of importance of bibliographical materials in meeting staff information needs. While developing countries information professionals may be fascinated by abstracts generated by international organization like CAB, AGRICOLA, and AGRIS, these will be of no relevance to the agricultural professionals if the hard copy can not be obtained. Of what use is it for the professional if he knows that the information he needs is bibliographically available in an abstracting journal while it is not physically available in his institution's information center?

3. Institutional Cooperation

Increasingly, agricultural libraries in developing countries will realize the need for cooperation with other institutions in order to respond effectively to the information needs of their users. While 50 percent of the professionals maintained personal contacts with professional organizations, 66.67 percent of others would want the resource center to do so on their behalf. Also, 70 percent of the professionals use other institutions' libraries to meet their information needs. In the coming years, networking for resource sharing and information provision will occupy a top position on the service agenda of agricultural libraries. No single library can go it alone.

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TABLE 3

THE PROFESSIONALS' RATING OF THE IMPORTANCE OF INFORMATION SOURCES IN MEETING THEIR NEEDS

Sources	Total Score	Means Score	Remarks
Project Publications	86	2.87	Very Important
Discussion with Boss and Colleagues	80	2.69	Very Important
Handbooks and Manuals	76	2.53	Very Important
Journals	74	2.27	Important
Textbooks	67	2.23	Important
Encyclopedias	61	2.03	Important
Pamphlets and Newsletters	60	2.00	Important
Audio Visual Materials	60	2.00	"
Abstracts and Indexes	59	1.97	"
Theses and Dissertations	59	1.97	"
Dictionaries	56	1.90	"
Bibliographies	53	1.87	"
Total Respondents = 30			

The Challenge for User-Responsiveness

Evidence from literature and this study present a number of challenges for user-responsiveness to agricultural libraries in developing countries.

1. The Challenge for the Information Professional

Aina²⁰ has rightly noted, "In order for agricultural libraries to function effectively in the provision of information to the user populations, agricultural information personnel need to possess skills in agricultural information handling. Several agricultural information experts have expressed concern over the lack of qualified agricultural information personnel in developing countries."

Developing countries and their agricultural libraries need a new generation of information professionals who deem service to users a top priority, who are skilled in the use of information technologies, and who are trained to handle the complexities so peculiar to agricultural information.

2. The Institutional Challenge

The library budget is often the first to be cut in the event of reduced funding of agricultural institutions in developing countries. But a cut in budget means a cut in resource acquisition, service provision, staff motivation, and system sustainability.

3. The Challenge of Information Technologies

New information technologies in agriculture are revolutionizing agricultural libraries in developed nations. Improved telecommunication networks linked to computer systems provide easy access to international agricultural databases and information superhighways. In developing countries, the opposite is often the case. In many of them, telecommunication infrastructures are underdeveloped, computer technologies are virtually non-existent, and networks cannot therefore be achieved. However, the recent development of the CD-ROM technology holds a bright promise for agricultural libraries in developing nations.

4. Resource Sharing

Agricultural information provision in developing countries can become enhanced through resource sharing. Within national boundaries, interlibrary cooperation and exchange of information can be installed among agricultural librarians and information specialists.

5. The Challenge for Donor Agencies

It is not enough for donor agencies to include the provision of computers in their aid packages to agricultural institutions in developing countries. It is also not enough to send a consultant to install computer-based library and information systems. It is important that human

resource development and sustainability factors be built into the package.

6. Training and Development

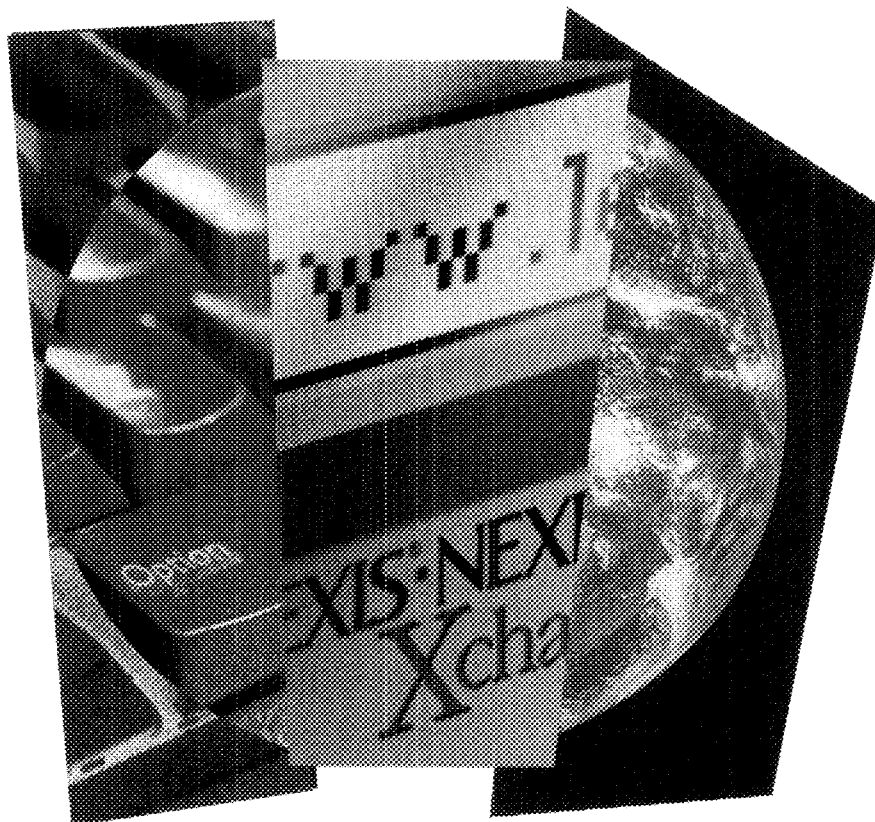
Training and retraining of the agricultural information professional are crucial for improved user-responsive agricultural libraries in developing countries. The information professional is probably the most important link in the agricultural information transfer process.

7. Sustainability Issues

Information systems introduced and services, installed in response to identified user needs must be sustainable. Agricultural professionals may request for the opening of the information center on weekends. It is important to survey how many of the professionals would actually use the center on weekends and at what time. It is a good plan to introduce new technologies in the agricultural libraries; it is, however, imperative to ensure that spare parts, service engineers, and software experts, etc. are reachable in case of system failure or breakdown.

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Special Libraries Association

SLA 1998 Award Winners

A dozen individuals have been selected by SLA to be honored for their contributions to the association and the profession. The awards are:

John Cotton Dana Award, given to Joanne Marshall, professor, Faculty of Information Studies, University of Toronto, ON, Canada. Marshall is recognized for her exceptional service to special librarianship—most notably her important research of the value of special libraries and leadership in the development of the association's *Competencies for Special Librarians for the 21st Century*.

President's Award, presented to Susan A. Merry, director, business information & records management, Canadian Imperial Bank of Commerce, Toronto, ON. Awarded to an individual for having furthered the goals and objectives of the association, this award was given to Merry for her valued service to the association concerning Canadian copyright issues.

Hall of Fame Award, bestowed upon Winifred Sewell, as a member of the association at the end of an active professional career for an extended and sustained period of distinguished service to the association. A recently retired pharmaceutical librarian, university instructor, and consultant, Sewell served as SLA President (1960-61). She has also provided service for the Drug Information Association, American Library Association, and the International Federation of Pharmacy. She is a Fellow of the both the Medical Library Association, and the American Association for the Advancement of Science.

Honorary Member, to be conferred upon Vartan Gregorian, president, Carnegie Corporation of New York. Gregorian served

as president, Brown University, Providence, RI, (1989-97), and New York Public Library (1981-89). He is being honored for his contribution to libraries and commitment to the learning environment, research, and education.

Dow Jones 21st Century Competencies Award, presented to Eugenie E. Prime, manager, corporate libraries, Hewlett-Packard Company, Palo Alto, CA. The inaugural recipient of this award, Prime is recognized as an SLA member who exemplifies leadership as a special librarian through examples of personal and professional competencies. In her twenty years in the information industry, she is known for consistently transforming information services into strategic advantage. She is a noted author, speaker, and leader in the information community.

Innovations in Technology Award, granted to Andrew Breeding, manager, desktop services, Corporate Library Group, Digital Equipment Corporation, Acton, MA. Breeding is recognized for his innovative use and application of technology in a special library setting, specifically for his leadership and innovation in designing, implementing, and managing a very successful information solution—WebLibrary, for DEC worldwide.

Fellows of the Special Libraries Association, are called upon and expected to advise the association's Board of Directors, alert the membership to issues and trends warranting action, and are recognized as active SLA members with future leadership potential of the association. 1998 Fellows are: Bill Fisher, associate professor, library

and information science, San Jose State University, San Jose, CA; Doris S. Helfer, librarian, California State University, Northridge, Northridge, CA; Eleanor A. MacLean, head of libraries, Blacker-Wood Library of Biology, McGill University, Montreal, QB; Donna W. Scheeder, coordinator, Congressional Information Services, Congressional Reference Division, Library of Congress, Washington, DC.

Rose L. Vormelker Award, given to Larry L. Wright, MSLS, Ph.D., as an SLA member recognized for exceptional services to the profession of special librarianship in the area of mentoring students and/or practicing professionals in the field. Wright is head of public services, National Institute of Environmental Health Sciences, Research Triangle Park, NC. As the former chairperson of SLA's Student and Academic Relations Committee, he is noted for his impact on student relations and the nurturing of SLA student groups.

Public Relations Media Award, recognizes Roland Wilkerson, *The Grand Rapids Press*, an individual journalist(s) who published an outstanding feature on the profession of special librarianship: "Excellent References."

The winners were selected by the SLA Awards and Honors Committee, chaired by SLA Past President Jane Dysart, and announced by SLA President Judith J. Field at SLA's Winter Meeting of the SLA Board of Directors. The awards will be presented at SLA's 89th Annual Conference in Indianapolis, IN.

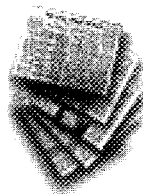
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THE TOP 100 U.S. NEWSPAPERS (BY CIRCULATION)

The Wall Street Journal*	Denver Post	San Antonio Express-News	Syracuse Post-Standard/Herald-Journal
USA Today	St. Petersburg Times	Hartford Courant	Nashville Tennessean
The New York Times	St. Louis Post-Dispatch	Richmond Times-Dispatch	Record
Los Angeles Times	Baltimore Sun	Oklahoma City Oklahoman	Toledo Blade
The Washington Post	Denver Rocky Mountain News	Los Angeles Daily News	Akron Beacon Journal
New York Daily News	San Jose Mercury News	St. Paul Pioneer Press	Grand Rapids Press
Chicago Tribune	Milwaukee Journal-Sentinel	Seattle Post-Intelligencer	Chicago Daily Herald (Arlington Heights)
Newsday	Sacramento Bee	Cincinnati Enquirer	Salt Lake City Tribune
Houston Chronicle	Boston Herald	Austin-American Statesman	Allentown Morning Call
Chicago Sun-Times	Kansas City Star	Rochester Democrat & Chronicle, Times-Union	Wilmington News Journal (coming soon)
San Francisco Chronicle	Buffalo News	Philadelphia Daily News	Tacoma News Tribune
Dallas Morning News	New Orleans Times-Picayune	Memphis Commercial Appeal	Columbia State
Boston Globe	Orlando Sentinel	Florida Times-Union	San Francisco Examiner
Arizona Republic/Phoenix Gazette	Detroit News	Arkansas Democrat-Gazette	Spokane Spokesman-Review
New York Post	Columbus Dispatch	Providence Journal-Bulletin	Knoxville News-Sentinel
Philadelphia Inquirer	Pittsburgh Post-Gazette, Sun-Telegraph	Des Moines Register	Albuquerque Journal
Newark Star-Ledger	Fort Lauderdale Sun-Sentinel	Riverside Press-Enterprise	Lexington Herald-Leader
Atlanta Journal & Constitution	Charlotte Observer	Tulsa World	Worcester Telegram & Gazette
Minneapolis-St. Paul Star Tribune	Investor's Business Daily	Palm Beach Post (coming soon)	Charleston Post & Courier (coming soon)
Detroit Free Press	Fort Worth Star Telegram	Dayton Daily News	Madison State Journal, Capital Times
Cleveland Plain-Dealer	Louisville Courier-Journal	Las Vegas Review-Journal	Jackson Clarion-Ledger
San Diego Union-Tribune	Tampa Tribune	Asbury Park Press	Long Beach Press-Telegram
Orange County Register	Seattle Times	Raleigh News & Observer	Honolulu Advertiser (coming soon)
Miami Herald	Omaha World-Herald	Fresno Bee	Roanoke Times & World News
Portland Oregonian	Indianapolis Star	Birmingham News	Washington Times

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DOW JONES

European Copyright Directive Lacks Adequate Protection for Libraries

While spending some quiet time at home one evening, I decided to do a little pleasure reading. My first mistake was opening my briefcase, for "pleasurable" reading rarely, if ever, comes out of it. I paid for my mistake when I read the title of the first document I touched: "Proposal for a European Parliament Directive." I then remembered that I needed to give this baby a third reading in order to summon our profession's objections and concerns. This column is the fruit of my labor.

The European Union's (EU) directive on copyright for digital works is a 67-page document that is replete with history, explanatory notes, and ultimately, the directive itself. In true European form, the explanation precedes the actual proposal. So, when I actually got to the point of reading what the EU would like to do for its member nations on the matter of digital copyright, I was barely able to keep my eyes open. Here, however, is my best shot at explaining to you what it does and—more importantly—does NOT do.

The directive starts with three sections that outline the rights of reproduction (Article 2), communication to the public (Article 3), and distribution (Article 4). Fair enough. After all, copyright owners do have the right to do these things with their works. From there, however, it gets rather interesting.

Article 5 lays out exceptions to the protection of copyright set out in Articles 2 and 3. Right off the bat, it explicitly provides that copies made through a "technological process for...enabling use...of a work" are exempted from Article 2. This means that, when your computer makes a RAM copy while you're viewing a copyrighted work on the World Wide Web, Interpol won't drop by and cuff you. That would *seem to be* a good thing. Unfortunately, the directive considers

browsing the World Wide Web and viewing images or documents on it a "communication to the public." Libraries would not be allowed to let users browse or view digital material, not even for private or educational use. The presumption here is that licensing between parties will resolve such matters. It doesn't get much better.

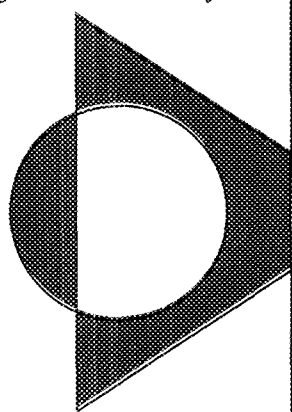
Article 5 provides three exceptions to the restricted acts found in the reproduction right. The first is very un-

clear, but essentially allows member states to provide exceptions for photo and print reproduction. The second exception provides that audio and/or visual works are excluded, so long as such reproduction is done for private use or for "non-commercial ends." The third exception concerns reproduction in public places, specifically in public libraries, that is "not for direct or indirect economic or commercial advantage." Member states will not be allowed to provide exceptions for all acts of reproduction. They will be required to identify certain special cases.

The problem with this set of exceptions is that only copying of printed information would be allowed in libraries. Because the

directive considers digital copying to be a "communication to the public," print copies of digital information are not allowed as an explicit exemption. The explanatory notes of the directive suggest that licensing between parties should address this matter. This issue requires further debate, and librarians across Europe should be participating.

Article 5 also provides a set of limita-



LET'S ACCEPT THE DIRECTIVE

FOR WHAT IT IS: A BAD

PIECE OF LEGISLATION AND A

POOR STARTING POINT FOR

MEMBER NATIONS TO AMEND

THEIR COPYRIGHT LAWS.

tions on the rights cast in Articles 2 and 3:

- Illustration for teaching or scientific research. The source must be noted and the act justified by the non-commercial purpose.
- Use by visually- and hearing-impaired persons. The act must be directly related to the disability and of a non-commercial nature.
- Reporting of current events. Excerpts only. The source must be indicated.

For more information on "Government Relations Outlook," or to contribute to the column, please contact Director, Government Relations John Crosby at: 1-202-234-4700, ext. 629; fax: 1-202-265-9317; e-mail: john-c@sla.org.

MAKING A DIFFERENCE

ELECTRONIC SERVICES LEADER

In this role, you will provide leadership and direction to electronic content selection, management and delivery via Internet and Notes as well as develop library's Intranet and electronic desktop strategy. Team with users to create information enabling programs and services. In addition, you will develop processes to evaluate, test and implement integrated information access, delivery, desktop alerting and filtering systems for the pharmaceutical knowledge worker and serve as an important communications link to IT infrastructure teams and the user community. To qualify, you must possess leadership and supervisory skills, along with technical skills and content knowledge in one or more of the following areas: Dialog, MAiD, Ovid, CD Products, Citizen 1, One Source Profound, Web links and Intranet Development Tools.

CLIENT SERVICES MANAGER

The qualified applicant will be responsible for leading a team (10+) of information professionals to provide user responsive information services and solutions. You will partner with therapeutic teams and business units as an information consultant and provider and will maximize the use of user enabling electronic services through presentations and desk-side support. In addition, you will mentor staff on partnering and communications skills and ensure services are aligned to business initiatives and that information services are effectively positioned with customers. Extensive knowledge of information resources and delivery systems is essential. Strong customer focus, leadership and marketing skills a must.

BIOMEDICAL INFORMATION SCIENTIST

Responsibilities include partnering with therapeutic teams to research the literature using STN, Dialog, Internet and other online and print resources as well as providing alerting services and end user links (SciFinder, Dialog, Notes, Internet). You will develop the collection and represent information resource capabilities to clients through team based alignment. Requirements include a BS/MS in Chemistry or clinical sciences and 3-5 years relevant experience.

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- Quotations for criticism or review. Again, the source must be indicated.
- For public security or proper performance in an administrative or judicial procedure.

The exceptions and limitations in Article 5 are trumped by a three-step test:

- All exceptions and limitations must be confined to certain specific cases;
- Such activity cannot unreasonably prejudice the rightholder's legitimate interests; or
- Conflict with the normal exploitation of their works.

No EU member nation may provide exceptions or limitations beyond what is carved out in the proposed directive. But only the provision that exempts RAM copies is a requirement for member nations; all other exceptions and limitations are optional!

The limitation that covers teaching and scientific research does not clearly protect private study and educational use. This should concern all libraries in Europe.

No mention is given in any of the explanatory sections of academic or special libraries, the matter of preservation, or distance learning.

Worst of all for Europe's information society and for its collective economy is Article 6 of the directive. This section goes far beyond the provisions of the WIPO Copyright Treaty, which calls for "effective measures" against circumvention of copyright protection systems (passwords, encryption methods, etc.). Article 6 proposes to ban any device, technology, or service that may circumvent copyright protection systems. Considering that: a) copyright has traditionally punished conduct; and b) some technologies that would be subject to this provision might possibly have legitimate uses, this provision would have a chilling impact on access to information AND the development of new information technologies.

Let's accept the directive for what it is: a bad piece of legislation and a poor starting point for member nations to amend their copyright laws. While the directive takes proactive steps to spell out the rights of information users in Europe, it just doesn't protect the rights that already exist in many nations. And the plan to ban any technology that *might* be used for copyright infringement is just bad policy altogether. 88

SLA Membership—A Great Deal

If you consider a good deal to be getting more than what you pay for, then your membership in SLA is a great deal! According to the FY 1998 Draft Budget, the net cost of providing SLA's programs and services to each member is \$174.90 per member. Taking into consideration the various categories of membership, on average, each member of the association will contribute \$101.61 of dues revenue to the FY 1998 Budget. This means that net non-dues income must generate an additional \$73.29 for every SLA member (\$1,172,640) in order to balance the 1998 budget while non-dues revenue

generates the remaining 74 percent.

What are SLA's sources of non-dues revenue? They are the non-member publication subscriptions; annual conference registration and exhibits; professional development courses; advertising; sponsorships; contributions; mailing list rentals; and investment earnings. These sources of income are generated from members, vendors, professional affiliates, and prospective members. Of these income sources, the largest source is the annual conference. The 1997 conference generated more than \$1.5 million in gross revenue. Member

attendance is the key to its success.

Without the support of non-dues revenue, SLA would not be in the financial position to offer the invaluable programs and services such as *Information Outlook*, unit allotments, career services, public relations, government relations, research, information resources, leadership services. Further, the unit allotments provide the major source of income for the direct delivery of service for chapters, divisions, caucuses, and student groups. It is the ongoing support of the membership through dues and non-dues revenue activities that will allow the association to meet its long-range goals, as outlined in the Strategic Plan. In addition, the Board and the staff are careful managers of the association's assets and reserves. This continuing partnership is the key to the long-term financial stability of SLA. ☞

by Richard Wallace, SLA Treasurer. Wallace is manager, Technical Information Center, A.E. Staley Manufacturing Company, Decatur, IL. For more information on "Money Matters," or to contribute to the column, please contact Wallace at: 1-217-421-3283; fax: 1-217-421-2419; e-mail: rewallace@aestaley.com.

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EVENTS

OTHER EXHIBITS SCHEDULE

April

IEEE ADL '98

<http://www.alexandria.ucsb.edu/conferences/adl98>

Alexandria Digital Library et al
April 22-24, 1998
Santa Barbara, CA

Financial Electronic Commerce Conference

<http://www.univconf.com/elec1/html>

UNC-Chapel Hill
April 26-29, 1998
Chicago, IL

American Compensation Association

<http://www.acaonline.org>
ACA

April 26-29, 1998
Chicago, IL

Health Information

Infrastructure '98
<http://www.fnim.org>
National Library of Medicine
April 27-29, 1998
Washington, DC

May

Association for Information & Image Management

<http://www.aiim.org/AIIM98/index.html>
AIIM

May 10-14, 1998
Anaheim, CA

National Online Meeting

www.infotoday.com/nom98/nom98-i.htm
Information Today
May 12-14, 1998
New York, NY

Internet World UK '98

<http://www.learned.co.uk/events/>

iw-uk/
Learned Information
May 12-14, 1998
London, England

American Society of Indexers

<http://www.well.com/user/asi/mtg1998.htm>

ASI
May 13-16, 1998
Seattle, WA

Association of Architectural Librarians

kempw@alamail.ala.org
AAL
May 15-17, 1998
San Francisco, CA

American Society for Information Science

<http://www.asis.org/conferences/index.html#my98>
ASIS
May 17-20, 1998
Orlando, CA

Medical Library Association

<http://www.mlanet.org/mla100.html>
MLA
May 22-27, 1998
Philadelphia, PA

Canadian Association of Law Libraries

www.kingston.net/iknet/call/news.html
CALL
May 31-June 3, 1998
Hamilton, ON, Canada

June

Hypertext '98

www.ks.com/ht98
ACM
June 20-24, 1998
Pittsburgh, PA

Canadian Library Association

<http://www.cla.amlb.ca/conf.htm>
CLA
June 18-21, 1998
Victoria, BC, Canada

1998 World Congress on Information Technology

<http://www.worldcongress1998.org/>
ITAA/WITSA
June 21-24, 1998
Fairfax County, VA

Digital Libraries '98

<http://ks.com/dl98>
ACM
June 23-26, 1998
Pittsburgh, PA

IDEA '98

<http://www.infonortics.com/idea98.html>
Infonortics
June 25-26
Bath, England

American Library Association

<http://www.ala.org>
ALA
June 25-July 2, 1998
Washington, DC

July

American Association of Law Librarians

<http://www.aallnet.org>
July 11-16, 1998
Anaheim, CA



For more information, visit our Web site at www.sla.org/conf_meet/events.html or call SLA headquarters at 1-202-234-4700.

Multimedia Distance Learning Courses

April 13-May 17, 1998
Any location throughout the world

Knowledge Executive Institute

June 4-6, 1998
Indianapolis, IN

SLA 89th Annual Conference

June 6-11, 1998
Indianapolis, IN

Marketing & Public Relations Middle Management Institute

September 17-18, 1998
Anaheim, CA

Fall Videconference

October 8, 1998
Any location in the U.S., Canada, and Europe

SLA 90th Annual Conference

June 5-10, 1999
Minneapolis, MN

SLA Winter Meeting

June 21-23, 1999
San Francisco, CA

SLA 91st Annual Conference

June 10-15, 2000
Philadelphia, PA

SLA Worldwide Conference on Special Librarianship

"The Information Age: Challenges and Opportunities"
October 16-19, 2000
Brighton, England

For more information on the events listed above, please contact Manager, Information Resources Center John Latham at: 1-202-234-4700, ext. 639; fax: 1-202-265-9317; e-mail: john@sla.org.

The Librarian as Trainer: Internet Training—Lessons Learned by Hope A. Bell

In today's information age, many end-users will attempt to retrieve needed information without the involvement of an intermediary. Most have little experience with basic research techniques and, as a result, are neither searching efficiently or effectively. Because of this, many librarians are venturing into the new world of training. Information professionals have been providing patron training for years, but it is only recently that these training responsibilities have evolved to include Internet training and the development of Internet training materials.

Information Professionals in the Driver's Seat: SLA's 89th Annual Conference

Get set for SLA's 89th Annual Conference, "Leadership, Excellence, Performance: Information Professionals in the Driver's Seat," to be held June 6-11 in Indianapolis, IN. Get the inside track on unit programs, exhibit hall information, professional development opportunities, and special events!

No Slackers Here! SLA's Youngest Members Have the Vision and Enthusiasm to Shape the Profession by Marisa Urgo

The future of the profession is debated at many professional meetings and publications. Despite the negative rumors surrounding Generation X, this portion of SLA's membership brings a considerably different perspective to their work and to their profession. Perhaps we need to look at the positive characteristics of "Gen-Xer" professionals and think about the changes they may bring to the profession and to the information delivery process.

Needed: User-Responsive Agricultural Libraries in Third World Countries by Charles Omekwu

The shortage of information professionals, poor telecommunication networks, and uncoordinated information resources are crucial problems facing agricultural information sources in the Third World. The multidisciplinary nature of agriculture further complicates the effective coordination and integration of agricultural information. In Nigeria, a case study of the nation's apex agricultural coordinating agency, the Federal Agricultural Coordinating Unit was conducted and supports the need for user-responsive libraries in developing countries.

Le bibliothécaire formateur : Formation en Internet — Leçons apprises par Hope A. Bell

À l'ère actuelle de l'information, de nombreux utilisateurs finaux essaieront d'accéder aux informations dont ils ont besoin sans passer par un intermédiaire. La plupart ont peu d'expérience dans le domaine des techniques fondamentales de recherche et par conséquent, leurs recherches ne sont ni efficientes ni efficaces. Pour cette raison, de nombreux bibliothécaires s'aventurent dans le nouveau monde de la formation. Les professionnels de l'information forment les usagers depuis des années, mais ce n'est que récemment que les responsabilités de formation ont évolué et incluent la formation en Internet et l'élaboration de matériaux pour la formation en Internet.

Les professionnels de l'information sont aux commandes : 89^{ème} congrès annuel de la SLA

Préparez-vous pour le 89^{ème} congrès annuel de la SLA qui aura lieu du 6 au 11 juin à Indianapolis (Indiana, États-Unis) et dont le thème sera : « Leadership, Excellence, Performance : Les professionnels sont aux commandes ». Soyez les premiers à être branchés sur les programmes unitaires, les informations sur les salons d'exposition, les opportunités de formation professionnelle et les attractions spéciales !

On ne voit pas de tire-au-flanc ici ! Les membres les plus jeunes de la SLA ont la vision et l'enthousiasme nécessaires pour façonner la profession par Marisa Urgo

L'avenir de la profession fait l'objet de débats lors de maintes réunions de ses membres et dans de nombreuses publications professionnelles. Malgré les rumeurs négatives sur la génération montante, ce segment des membres de la SLA nous fait voir son travail et sa profession sous un jour extrêmement différent. Nous devrions peut-être examiner les caractéristiques positives des professionnels qui appartiennent à cette génération montante et réfléchir aux changements qu'ils peuvent apporter à la profession et au processus de la fourniture d'informations.

Demande : Bibliothèques agricoles sensibles aux besoins de l'utilisateur du troisième monde par Charles Omekwu

Le manque de professionnels de l'information, des réseaux de communication de médiocre qualité, des matériaux de documentation non coordonnés sont des problèmes cruciaux auxquels sont confrontés les émetteurs d'informations sur l'agriculture dans le troisième monde. La nature multidisciplinaire de l'agriculture complique encore plus la coordination efficace et l'intégration des informations sur l'agriculture. Au Niger, une étude de cas faite par l'agence de coordination agricole la plus importante du pays, l'Unité fédérale de coordination agricole, soutient la nécessité d'avoir des bibliothèques qui répondent aux besoins de l'utilisateur dans les pays en développement.

El bibliotecario como instructor: enseñanza del Internet-lecciones aprendidas. por Hope A. Bell

En la edad actual de la información, muchos usuarios finales intentarán recuperar la información necesaria sin implicación de un intermediario. La mayoría tienen poca experiencia con técnicas básicas de investigación y por consiguiente, no están buscando ni eficientemente ni eficazmente. Por esto, muchos bibliotecarios se lanzan al nuevo mundo de la enseñanza. Hace años que los profesionales de la información han estado proporcionando enseñanza para los clientes, pero ha sido solo recientemente que estas responsabilidades de enseñanza han evolucionado hasta el punto de incluir la enseñanza del Internet y el desarrollo de materiales de enseñanza del Internet.

Profesionales de la información a los mandos: 89 conferencia anual de la SLA

Prepárese para la 89 conferencia anual de la SLA titulada, "Leadership, Excellence, Performance: Information Professionals in the Driver's Seat" que se convocará del 6 al 11 de junio en Indianapolis, Indiana. ¡Tenga la ventaja en los programas de unidades, información sobre la exposición, oportunidades de desarrollo profesional, y acontecimientos especiales!

¡Prohibido los vagos! Los miembros más jóvenes tienen la visión y el entusiasmo para moldear la profesión por Marisa Urgo

Se discute el porvenir de la profesión en muchos de los mítines profesionales y publicaciones. A pesar de los rumores negativos en torno a la generación X, esta porción de miembros trae una perspectiva bastante diferente a su trabajo y su profesión. Quizás necesitemos observar las características positivas de los profesionales de la generación X y pensar sobre los cambios que puedan traer a la profesión y al proceso de la entrega de información.

Se necesitan bibliotecas agropecuarias que respondan al usuario en países del tercer mundo. por Charles Omekwu

La escasez de profesionales de la información, redes de telecomunicación malas, y recursos de información sin coordinar, son los problemas decisivos confrontando las fuentes de información agropecuarias en el tercer mundo. La naturaleza multidisciplinaria de la agricultura complica aún más la coordinación e integración eficaz de la información agropecuaria. En Nigeria, fue dirigido un estudio de un caso de la agencia principal coordinadora agropecuaria, Unidad coordinadora federal agropecuaria, y apoya la necesidad de bibliotecas que respondan al usuario en los países en vías de desarrollo.

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GEORGIA INSTITUTE OF TECHNOLOGY, Library & Information Center Positions Available (Information Consultants) Biological/Life Sciences Information Consultant, Chemistry/Physical Sciences Information Consultant, Social Sciences Information Consultant, Engineering Information Consultant. **Responsibilities:** Information consultants focus on information and research needs in specific areas. Information consultants work closely with faculty in instructional and research programs, building active partnerships as they assess information needs, locate and deliver relevant information, and promote information competency skills. Additionally, information consultants participate in Reference Services and develop information resources in specific areas. **Environment:** The Library & Information Center (www.library.gatech.edu) is central to the Institute's instructional and research programs. The

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